

# *Communications and Membership Committee*

Lu Lazzarotto, Chair

Community Member: Maria Lironi

Contractor: Violet Moon

# **G** Communications and Membership Committee

## **Mandate**

The purposes of the Communications and Membership Committee are to:

- Ensure there are mechanisms in place to enable regular communications with GHCF members, key partners and the broader community.
- Ensure Gabriolans are aware of the benefits of becoming members of the Foundation.
- Ensure members receive the information they need to continue to support the Foundation.

# **G** Communications and Membership Committee

## **Activities 2024**

- Produced ten regular newsletters.
- Managed Foundation's social media presence including posting content, replying to queries, administration of social media accounts.
- Began work on Foundation's Communications Plan.
- Assisted Chair and other committees with communications needs.

## **Newsletters**

- Ten newsletters were produced and distributed via email to Foundation's membership.
- Each newsletter was distributed to 800+ Foundation Members (Gabriola residents or property owners).
- Expanded newsletter distribution beyond membership (e.g. Medical professionals who may want to relocate, regular island visitors, etc.)
- Very high open rate indicates high level of members engagement.

# **G** Communications and Membership Committee

## **Communications Plan**

- Produced GHCF Style Guide that ensure s consistency in all GHCF communications and is consistent with government and funding agencies.
  - Forms part of the Communications Plan.