

2024-2028 Strategic Plan

Membership & Activities Committee

Membership & Activities Committee (MAC) Goals

The Village's membership has increased substantially; it currently stands at approximately 325 and is continuing to grow without active recruitment efforts. The programs and activities that MAC offers to members have expanded with membership growth and are reliant on members' volunteer efforts. MAC programming reflects the creativity and interests of members and is geared toward helping members reduce isolation and loneliness and remain engaged with others in the community.

During the period of the Strategic Plan, MAC will undertake the following:

A. Support Member-Created Programs and Activities

1. Develop new and support existing ways to bring members together. We will support activities initiated by MAC and others that allow members to engage with one another in smaller settings. These include, but are not limited to, Birthday Celebrations, Sunday Soup Salons, Affinity Groups (knitting, book groups, mahjong, bridge) Walking Groups, Tours, Picnics, Ice Cream Socials, Happy Hours, Home Socials, Movies and House Concerts.
2. Encourage and support member-sponsored one-time gatherings (Meetups) at restaurants, movies, plays, etc.
3. Continue to provide a sounding board for new ideas and member activities.
4. Support member retention by engaging new members quickly in programs and activities. The DCV Membership Mentor Program pairs current members (mentors) with new members, as requested by new members. A mentor's role is to be in regular contact with a new member to ensure that the new member is introduced to other DCV members, activities and benefits.
5. Hold periodic gatherings for new members, to facilitate welcoming them into the Village and to invite feedback about their Village experiences.
6. Survey members regularly and analyze survey and membership data and trends to improve the Village's ability to meet the needs of all members.
7. Provide meals at Thanksgiving and December holiday packages for members who request them. Send birthday cards and Valentines to stay in touch with members.
8. Work with the Executive Director to maintain membership data and records.
9. Update and send membership information packets to both potential and new members.

2024-2028 Strategic Plan

Membership & Activities Committee

Membership & Activities Committee (MAC) Goals (continued)

During the period of the Strategic Plan, MAC will undertake the following:

B: Promote Diversity, Equity, and Inclusion

10. Involve more Members in activities.

11. Provide a variety of activities that appeal to a diverse membership.

12. Support the Board in evaluating factors that might lead to a cap on both membership size and catchment area boundaries.

13. Work collaboratively with other DC Villages in efforts to raise awareness about Villages, recruit Village members, and expand Village programs in the District.