**PMAC Membership Strategy**

**December 2, 2015**

**Document Purpose:** Devise a PMAC membership strategy that will further drive engagement and increase the usage of the Southwest Corridor Park (SWC). This document will be used to facilitate conversations and align on a strategy with the PMAC Leadership Team.

**Membership Goal:** Our overarching goal is to *broaden our membership* to represent all areas, residents, businesses, organizations that use the SWC as well increase both *visibility and advocacy* for the SWC. Our minimum goal within the next four months, March 2015, is to have 25 voting members for PMAC to ensure that we can review and approve PMAC officers’ slate and ratify new by-laws.

**Types of Membership (Proposal):**

There can be various levels of members for PMAC that include….

1. *Working Members* – These voting members set the strategic vision for PMAC. Working members are assigned to a leadership role, office, or chair a committee.
2. *Donor Members* – Voting members who make financial donation to PMAC and support various active initiatives and advocacy needed by PMAC.
3. *Associate Members & Mailing List* - Associate Membership is non-voting, but as members, Associates can submit requirements, participate in all PMAC project reviews and participate fully in the Annual PMAC meeting as well as any scheduled quarterly update meetings of the same.

**Membership Tools & Outreach:**

* *Demographic Study* 
  + Possibly work with Tito Jackson, Boston City Councilor, to determine if we can use their MIT graduate students to help us with a demographic study. This can help us determine what residents, businesses, organizations, and commuters use the park and would be interested in becoming a member.
* *Outreach Package* 
  + Develop a one page document that explains PMAC and benefits we provide. Use this tool as a communication tool to gain members.
* *Neighborhood Associations Outreach* 
  + Accumulate a listing of all Neighborhood Associations that abut the Southwest Corridor. Determine who their leadership members are and seek their help to add members from their organizations. This connection will also avail us to their mail lists which will help us with outreach for membership.
* *University and College Outreach*
  + Accumulate a listing of all University and College that abut the Southwest Corridor. Determine who their leadership members are and seek their help to add members from their organizations. This connection will also avail us to potential volunteers for park maintenance activities.
* *Business Outreach* 
  + Accumulate a listing of all University and College that abut the Southwest Corridor. Determine who their leadership members are and seek their help to add members from their organizations. This connection will also avail us to potential funding and a place for us to leave literature and signs in the future to increase awareness.