

Minnesota DFL Senior Caucus

Recruitment and Welcome Wagon Report

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1 PURPOSE

Increase statewide membership by increasing attendance at local chapters meetings

2 SCOPE

To increase chapter meeting attendance, the objectives are:

- Pilot an email campaign via Action Network to DFL-friendly seniors in the area around a targeted local chapter
 - With the agreement of the relevant chapter chair
- Encourage and assist new attendees with caucus registration
- Send a welcome packet for new members when they register as statewide members

3 TIMELINE GUIDE

Description	Date
Identify target meeting date	Minimum six weeks before targeted meeting date
Document baseline membership metrics	Before targeted email is sent and/or publicity is posted
Send targeted emails	Three weeks prior to targeted meeting
Post publicity	Three weeks prior to targeted meeting
Send meeting reminder email	Four days before targeted meeting
Identify and welcome new attendees Assist with registration	Day of the meeting
Identify and welcome new registrants	Beginning three weeks prior to the targeted meeting continuing until three weeks after the targeted meeting

Document campaign membership metrics	At least three weeks after the targeted meeting
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4 PILOT CHAPTER

- East Metro
- August meeting (Thursday, August 10, 2023)
- Chapter chairs: Scott Borchert and Steve Johnson