

Membership Drive Moving Forward!

Our Members are truly the key element for all the magic that happens at Gualala Arts. The annual membership fees are a vital part of our budget and enable us to meet the overhead expenses necessary to keep it all going. The talents and efforts of our members, plus their willingness to volunteer, are what keep the Gualala Arts Center alive, and help the Arts to thrive!

We are making progress on our 50th anniversary goal of doubling our membership by 2014, but we have a ways to go yet. We started with 800 and have grown to almost 1,000 but we are aiming for 1,600 members. If each of us invites a friend to become a member, we will meet our goal quickly! Please help by actively inviting people to join. It's easy to do by going on-line to our website GualalaArts.org, or pick-up the Membership Application Brochure at the Gualala Arts Center.

Last year we simplified the membership fee structure, and decided to maintain our membership rates as low as possible to encourage broad participation: \$30 for an individual, and \$50 for a family or business. In order to avoid raising the rates, we've trimmed expenses and searched for savings.

One of the cost-saving changes that the Membership Committee has requested is to cease sending out coupons for \$5 discounts. Discontinuing the \$5-off coupons will produce an up-tick in funds available for keeping the doors open, the lights on and other overhead expenses. Although there won't be any more issued going forward, you are still welcome to use coupons that you received with your 2012 membership. It would be helpful if the remaining coupons were used only at the Gualala Arts Center (for events, classes and art purchases) and not at the Dolphin, as we have changed our cash register and process there and the volunteers are not trained on redeeming the coupons.

We've also developed an "Art Angel" program to support the Arts. To become an Art Angel, simply make a donation of any amount in addition to your membership and we will add your name to the display of benefactors in our Hall of Fame and include you in our Art Angels list in the 2013 Year in Review. You make a vital difference, and all of us pulling together is what helps the Arts to thrive!

CE Brown, Membership Chair

