

## **Bike Winnipeg**

### **Fundraising/Membership Committee Report, February 5, 2016**

Next fundraising/membership committee meeting is planned for February 17th. During this meeting we will be looking to develop a detailed action plan based on the strategy we developed in December.

We are working with Bikes & Beyond to source a new bike donation for our membership drive.

- Stéphane's initial thoughts are that all new paying members for the 2016 season will be entered to win the bike.

#### **T-Shirt Sales**

- We currently have 44 t-shirts (blue) remaining to sell.
- We will create a new t-shirt sale campaign through our newsletter, facebook, twitter, website feeds.
- Bikes & Beyond will purchase 12 new shirts for our spring order.
- Ian is approaching Woodcock cycle for them to order yellow & black shirts.
- Stéphane will approach AlterEgo & Royal Sports on pembina for specific t-shirt orders.

Stéphane is developing a business case for merchandising several items targeting christmas inventory in bike shops for 2016. (Chocolates, Coffee Mugs, Etc)

Some additional activities that we are planning include a membership drive with the possibility of a prize draw for new members; a membership database and the development of fresh marketing materials to attract new members.