



## Membership drive 2023

### Background

In the notes to the Association's 2022 financial accounts (MB 5<sup>th</sup> January 2023 available on our web site [https://clarencebicknell.com/wp-content/uploads/accounts\\_2022.pdf](https://clarencebicknell.com/wp-content/uploads/accounts_2022.pdf)) we stated that "income from subscriptions of £243.64 (£351 last year) was down again, **reflecting a drop of member numbers from 15 members down from 18 last year.** .... We are making an effort to increase the member numbers back up again in 2023." We were at a high of 129 members in 2018 but really our numbers should be in the couple of hundreds given that we have about 1000 people on our email newsletter mailing list. We made a trading loss of £116.58 and we must ensure we do not run out of funds to continue the good work on the web site and research papers.

### Scope

We have very few members outside Italy and the UK. It has been suggested that the USA would be a propitious area to seek members.

### Opportunity

The Bicknell Family Association was created by very-distant cousin Del Bicknell in January 2021. Among the objectives are "Create a meaningful and enjoyable reference, for future generations of the Bicknell family and associated lines" and "Organize family history information". <https://bicknell.net/our-mission-statement-and-statutes/>. Recent efforts have been in Y-38 DNA testing, i.e. the more sophisticated tool than cheap commercially-available DNA demographic pool indications. The Bicknell Family Association has over 1000 members in two years, the majority in the USA, growing all the time. Marcus is on the committee of this new Association and has kept his role with the Clarence Bicknell Association separate.

### Proposal

Use the mail list of the Bicknell Family Association to make a special membership offer. Subject to input from Committee members of the Clarence Bicknell Association we could write to that mail list with

1. Special offer prices on *MARVELS – The Life of Clarence Bicknell, Botanist, Archaeologist, Artist* (our web price £10) and the *Casa Fontanalba Visitors' Book* (£18.95, was £33.50) to £8 and £15.
2. Orders for the *Casa Fontanalba Visitors' Book* trigger a free gift of a blank visitors' book in the same size and with the same binding as the printed version.
3. Order for any product triggers a free gift of a set of 10 colour post cards of the film *The Marvels of Clarence Bicknell* (our web price £2.50).

4. Members making a Sea-level donation and a long-term automatic annual payment may visit home over to your Marcus Bicknell to see original items by Clarence.
5. Copies of any book can be dedicated and signed by Marcus at the new member's request.
6. Orders from new members will be accompanied by a set of 10 postcard images from the movie, the *Marvels of Clarence Bicknell TV*.
7. Newsletter by email, keeping members up-to-date with Clarence Bicknell events, new research, academic papers etc.
8. Get alerts to new blogs on Clarence.
9. Invitation to events in Bordighera and elsewhere.
10. Assistance in finding tour guides and itineraries in Bordighera
11. Data from the Clarence Bicknell Family and the family usually unavailable to outsiders.
12. Information on visits to other Clarence Bicknell art, botany and archaeology collections, such as Genoa University, the Museo Bicknell in Bordighera, its owner the Istituto Internazionale di Studi Liguri in Italy and the Fitzwilliam Museum in Cambridge, England.
13. Members making a long-term automatic annual payment and Bordighera-level donation will be invited to visit Susie and Marcus's home to see original creations by Clarence.

### ***Our gifts to donors to the Clarence Bicknell Fund***

For any donation from **€25**(£20, \$30) upwards you will get

- A certificate confirming your support
- A year's membership of the Clarence Bicknell Association
- Set of 10 postcards of the movie "The Marvels of Clarence Bicknell"

**Sea-level Bordighera** member;      **€250**(£200, \$300) or more

- A certificate confirming your support
- 3 years membership of the Clarence Bicknell Association
- 2 sets of 10 postcards of the movie *The Marvels of Clarence Bicknell*
- A signed copy of the biography *MARVELS: The Life of Clarence Bicknell, Botanist, Archaeologist, Artist* by Valerie Lester

**Valleys of Flowers Riviera** member:      **€1.000**(£1,000, \$11,250) or more

- All the swag of a sea-level member, but
- 5 years membership of the Clarence Bicknell Association
- 2 sets of 10 postcards of the movie *The Marvels of Clarence Bicknell*
- 2 signed copies of the biography *MARVELS: The Life of Clarence Bicknell, Botanist, Archaeologist, Artist* by Valerie Lester
- 1 copy of the art reproduction of the Casa Fontanalba Visitors' Book with approximately 40 botanical watercolours by Clarence Bicknell, the signatures of the people who stayed in the Casa Fontanalba from 1906 till after Clarence's death, and space in about one third of the pages to use as the visitors' book in your own home.
- The 18 minute movie "The Marvels of Clarence Bicknell" in English, French, Italian or Esperanto on USB memory stick or DVD disc.
- Acknowledgement of your donation in the exhibitions, in printed matter and on the web, distinguished as a Valleys of Flowers Riviera member

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**High Mountains Fontanalba** member: **€10.000**(£10,000, \$12,500) or more

- A certificate confirming your support
- Life membership of the Clarence Bicknell Association
- 5 sets of 10 postcards of the movie “The Marvels of Clarence Bicknell”
- 5 Clarence Bicknell coffee mugs
- 2 signed copies of the new biography “Clarence Bicknell – Mountains, Mysteries and Marvels” by Valerie Lester
- 2 copies of the hard-back art reproduction of the Casa Fontanalba Visitors’ Book with approximately 40 botanical watercolours by Clarence Bicknell, the signatures of the people who stayed in the Casa Fontanalba from 1906 till after Clarence’s death, and space in about one third of the pages to use as the visitors’ book in your own home... our mountain retreat.
- A copy of the *The Book of Guests in Esperanto* by Clarence Bicknell, 185 pages of which half are full-colour botanical watercolours and dedications
- 2 copies of the 18 minute movie “The Marvels of Clarence Bicknell” in English, French, Italian or Esperanto on USB memory stick or DVD disc.
- Guided tour of the Museo Bicknell for you and three guests, date and time at the convenience of you and the museum staff
- Lunch for you and three guests at a celebrated restaurant in Bordighera, Italy, with local notables and Bicknell family members when available in Bordighera, date and time at the convenience of you and the other participants, or in London.
- A photograph in print and jpeg form of you, your party and the Bordighera or London party signed by those present.
- Report of your Bordighera day on [www.clarencebicknell.com](http://www.clarencebicknell.com) and on the Clarence Bicknell Facebook page.
- Acknowledgement of your donation in the exhibitions, in printed matter and on the web, distinguished as a High Mountains Fontanalba member

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