# Friends of the Fox River 2018 Strategic Plan: Membership

<table>
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<th>Area</th>
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| Membership                | I. Increase Membership in Friends of the Fox River    | A. Target multiple, specific groups and tailor membership appeals to each group | 1. Create multi-level memberships for different levels of support and appropriate member benefits for each level:  
2. Create 6 bi-monthly new member free or low cost events – presentations, hike, camp, canoe, full moon, singles only, etc.  
3. Create a year round calendar of volunteer opportunities – admin, fundraising, communications, outreach (table events), fix the river (cleanup, restoration), etc. |
|                           |                                                       | B. Expand membership outreach & communications - utilize new social media and online activity sites like Meetup groups & signup.com | 1. Create a Friends of the Fox Meetup Group to organize new member events  
2. Utilize Signup.com to reach out for volunteer groups for clean ups & events – businesses, college groups, home owners associations in river subdivisions, etc. |
|                           |                                                       | C. Expand Business Partner Program                                       | 1. Create Business Partner Program criteria, brochure/handout, window decals/stickers, other marketing materials  
2. Board & Staff outreach to retail businesses, corporations |
|                           |                                                       | C. Membership service and sustainability                                  | 1. Advertise on our FB page to engage a dedicated volunteer, or new part-time staff person, to maintain the membership database and service the membership  
2. Create 1st year personalized New Member contact program – thanks letter, BD card, event invites, holiday wishes, year-end appeal, renewal reminder.  
3. Create personalized Renewed Member upgrade program – thanks & invite to join committee, BD card, event invites, holiday wishes, increase year-end appeal, renewal reminder. |