

Friends of the Fox River 2018 Strategic Plan: Membership

Area Goal Strategy Actions

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.