



# Membership

Building your community of *friends*

# Membership



```
graph LR; A[Defining] --> B[Tracking]; B --> C[Building];
```

Defining

Tracking

Building



# What role do your members play?

- Members as **DONORS**
- Members as **VOLUNTEERS**
- Members as **ADVOCATES**
- Members as \_\_\_\_\_ ?



- \$50
- \$100
- \$250
- \$500 - Magney Circle
- \$1,000

# Table Discussion: How this works

## A: ROUND ROBIN

 1 minute

How many members does your friends group have?

Membership Session: Roles (1)

## B: OPEN ENDED

 5 minutes

In what ways do members support your friends group?

- What role do they play? Are they donors, volunteers, advocates, or something else?
- What is the most important role and why?
- How many members do you want/need for your group?



# Table Discussion (4 minutes)

Membership Roles

# Quick Poll

The most important role that members play in my friends group is that of:

- ☐ Donors
- ☐ Volunteers
- ☐ Advocates
- ☐ Other

# Membership Getting More Specific



# HOW DOES SOMEONE BECOME A MEMBER? Specifically

## DONORS

- Dollar amount  
***within a timeframe***
- Tiers or levels
- How they donate

## VOLUNTEERS

- Hours  
***within a timeframe***
- Tiers or levels
- Type of volunteering

## ADVOCATES

- Number of actions  
***within a timeframe***
- Tiers or levels
- Type of advocacy



# WHAT DO MEMBERS GET? Oh, the possibilities

## Acknowledgement



## Tangible items



## Invitations to events



## Input opportunities



Source: mohamed\_hassan / Pixabay

# Table Discussion (9-10 minutes)

Membership Expectations & Benefits

# Full Group Share

What is one of the benefits discussed?

- Strength / challenge related to the benefit?

# Membership





# Tracking Methods

A handwritten ledger on lined paper. The columns are labeled: Name, Address, Phone No., Dues, and Remarks. The entries are handwritten in black and red ink. Some entries include names like 'John', 'Mary', and 'Tom', and addresses like '123 Main St'. The dues column contains numbers like 25, 30, and 35. The remarks column contains various notes and initials.

By hand

Membership/Program	Beneficiary	Web link/address	Due Date/	# Days to renewal	Fees
Basketball	Ann		9/11/17	-	\$2.00
Basketball	Ann		1/08/18	107	44.00
Basketball	Ann		4/16/18	205	40.00
Tennis	Tom	Jersey Ln	9/11/17	-	\$4.00
Girl's Guides	Ann	1st Sandridge	9/30/17	7	210.00
Swimming	Tom	YMCA	10/01/17	8	\$2.00
Car Insurance	Family	<a href="http://www.aviva.com">www.aviva.com</a>	11/01/17	39	360.00

Spreadsheet

Mailing List and Membership List ☐ View Inactives

### Individual's Information

First Name  Last  (number)

Organization  ☐ Board Member Expires

First Name  Last

Phone 907

Phone2

Fax

Email  Email

Address1

Address2

City, State, Zip Juneau AK

Last Paid  Years Paid 1 Paid Until  Calculate

Date Joined  Entered 7/2/2005 Donation \$0.00

Comment

Membership Type:  
☐ Student  
☒ Individual  
☐ Family  
☐ Corporate  
☐ Life  
☐ Sponsor

Reports   
Clip Address   
Archive Member   
Back

Record: 14 454 of 454

Database

# Types of Information

## Primary Information

- Name
- Email address
- Mailing address
- Phone number
- Financial contributions
- Membership status

## Secondary Information

- Events participated in
- Volunteer interests
- Skills
- Hours volunteered

# Full Group Share - Examples

What strategies has your group used to capture and track membership information?

# Membership



```
graph LR; A[Defining] --> B[Tracking]; B --> C[Building];
```

Defining

Tracking

Building



# Worksheet - Building Membership

**MEMBERSHIP**  
building membership

Check the boxes for roles that your group has. Add more possibilities.

BASIC ROLES	INTERMEDIATE ROLES	INTEGRAL ROLES
<input type="checkbox"/> Annual donor	<input type="checkbox"/> Event organizer	<input type="checkbox"/> Board member
<input type="checkbox"/> Event volunteer	<input type="checkbox"/> Committee member	<input type="checkbox"/> Board officer (chair, VP, etc.)
<input type="checkbox"/> Advocacy letter signatory	<input type="checkbox"/> Business sponsor	<input type="checkbox"/> Committee leader
<input type="checkbox"/>	<input type="checkbox"/> Sustaining donor (monthly)	<input type="checkbox"/> Agency contact
<input type="checkbox"/>	<input type="checkbox"/> Project leader	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Why do people become members in the first place?

What challenges do you encounter with getting people to deepen engagement?

What strategies can help get members to deepen engagement?

  
www.parksandtrails.org | 651-726-2457

## INTERMEDIATE ROLES

- Project leader
- Event organizer

## INTEGRAL ROLES

- Board member
- Board officer

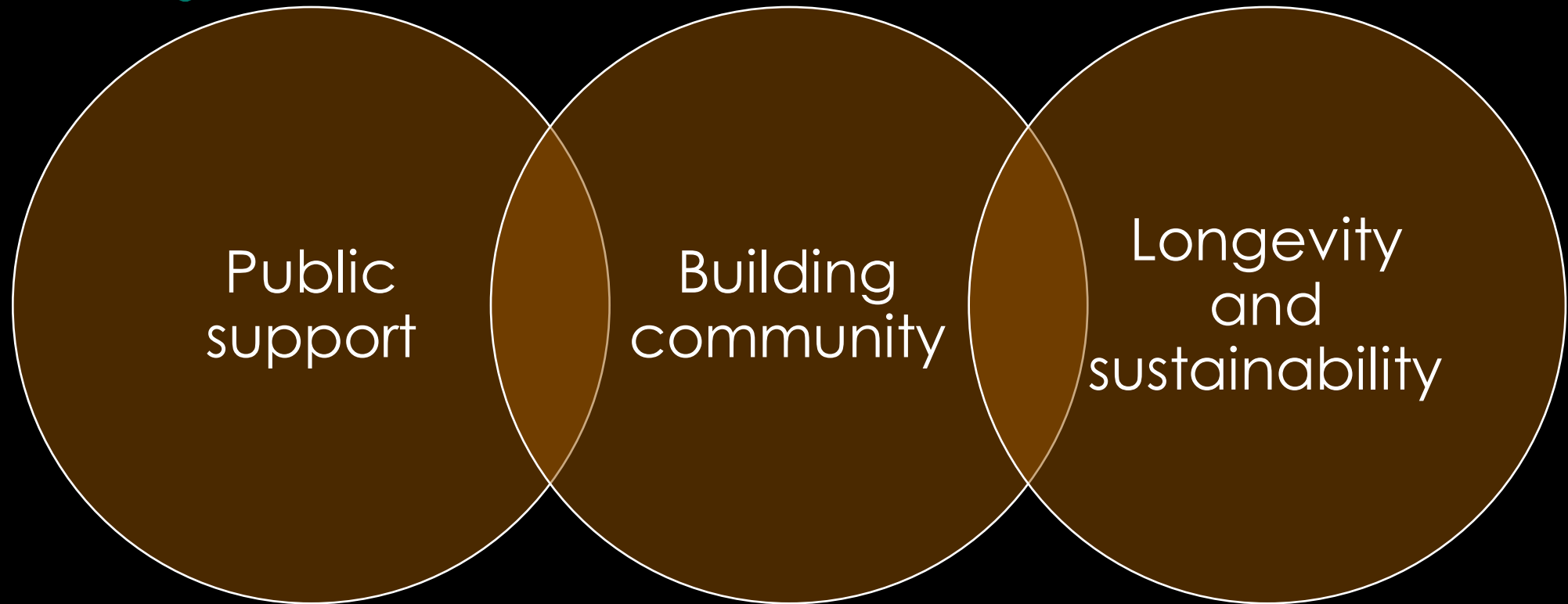
# Table Discussion (4-5 minutes)

Deepening Member Engagement

# Full Group Share

What strategies can help members to deepen their engagement?

# Why is membership important?





**Group Photo Time!**

# A: ROUND ROBIN

---

 1 minute

How many members does your friends group have?

Membership Session: Roles (1)



# B: OPEN ENDED

---

 3 minutes

What role do your members play?  
Donors, volunteer, advocates, other?

- 
- *What is the most important role and why?*
  - *How many members do you want/need for your group?*



# A: ROUND ROBIN

---

 1 minute

Does your friends group have specific expectations or criteria for membership?

# B: OPEN ENDED

---

 4 minutes

In what specific ways does your friends group define membership?

- 
- *Would you recommend this for other groups? Why or why not?*
  - *Do you plan to change them in the future?*

# C: ROUND ROBIN

---

 1 minute

Does your friends group have  
benefits for members?

# D: OPEN ENDED

---

 5 minutes

What benefit(s) is your friends group  
providing to members?

- 
- *Would you recommend this for other groups? Why or why not?*
  - *What are strengths and challenges related to those benefits?*



# MEMBERSHIP

## defining membership

### Membership Program Goals/Purpose

### Member Roles

	Considerations	Benefits (to group)	Challenges	Our criteria
Donors				
Volunteers				
Advocates				

### Member Benefits (what they get)

	Acknowledgment	Tangible items	Event invites	Input opportunities
<i>Check what your group already does, add more ideas</i>	<input type="checkbox"/> Thank you letter <input type="checkbox"/> Listed in newsletter <input type="checkbox"/> Award <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> SWAG (pen, magnet) <input type="checkbox"/> Mailed newsletter <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> Volunteer dinner <input type="checkbox"/> Behind the scenes tour <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> Vote for board members <input type="checkbox"/> Share project ideas <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

### QUESTIONS TO CONSIDER:

What works well with your membership program?

What could be some benefits to starting a membership program?)

What needs tweaking with your membership?

What could be some challenges to starting a membership program?



# MEMBERSHIP

## building membership

*Check the boxes for roles that your group has. Add more possibilities.*

### BASIC ROLES

- ☐ Annual donor
- ☐ Event volunteer
- ☐ Advocacy letter signatory
- ☐
- ☐
- ☐
- ☐
- ☐

### INTERMEDIATE ROLES

- ☐ Event organizer
- ☐ Committee member
- ☐ Business sponsor
- ☐ Sustaining donor (monthly)
- ☐ Project leader
- ☐
- ☐
- ☐
- ☐

### INTEGRAL ROLES

- ☐ Board member
- ☐ Board officer (chair, VP, etc.)
- ☐ Committee leader
- ☐ Agency contact
- ☐
- ☐
- ☐
- ☐

**Why do people become members in the first place?**

**What challenges do you encounter with getting people to deepen engagement?**

**What strategies can help get members to deepen engagement?**



# MEMBERSHIP

## tracking membership

### TYPES OF INFORMATION:

	DO TRACK	WANT TO TRACK
<b>Primary Information</b>		
Name		
Mailing address		
Email address		
Phone number		
Financial contributions		
Membership status		
Membership timeline		
<b>Secondary Information</b>		
Event participation		
Volunteer interests		
Skills		
Volunteer hours		
<b>Other Information (fill in below)</b>		

What challenges do you encounter with tracking membership?

### TRACK THE INFORMATION:

	DO USE	WANT TO USE
<b>Tracking Methods</b>		
By hand		
Excel spreadsheet		
Google spreadsheet		
Online database		
Database software		

### UPDATE THE INFORMATION:

	DO USE	WANT TO USE
<b>Renewal Methods</b>		
Seasonal mailing		
Online campaign		
Annual meeting		

What tools or resources might be helpful to track membership?

