Membership

Building your community of friends
Membership

Defining  Tracking  Building
What role do your members play?

- Members as **DONORS**
- Members as **VOLUNTEERS**
- Members as **ADVOCATES**
- Members as ___________?
Table Discussion: How this works

A: ROUND ROBIN

How many members does your friends group have?

B: OPEN ENDED

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?
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

<table>
<thead>
<tr>
<th>DONORS</th>
<th>VOLUNTEERS</th>
<th>ADVOCATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Amount <em>within a timeframe</em></td>
<td>• Hours <em>within a timeframe</em></td>
<td>• Actions <em>within a timeframe</em></td>
</tr>
<tr>
<td>• Tiers or levels</td>
<td>• Tiers or levels</td>
<td>• Tiers or levels</td>
</tr>
<tr>
<td>• Ways to donate</td>
<td>• Type of volunteering</td>
<td>• Type of advocacy</td>
</tr>
</tbody>
</table>
WHAT DO MEMBERS GET? Oh, the possibilities

- Acknowledgement
- Tangible items
- Invitations to events
- Input opportunities
Table Discussion (9-10 minutes)

Membership Expectations & Benefits
What is one of the benefits discussed?

- Strength / challenge related to the benefit?
Membership

Defining

Tracking

Building
Tracking Methods

- By hand
- Spreadsheet
- Database
### Types of Information

<table>
<thead>
<tr>
<th>Primary Information</th>
<th>Secondary Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Name</td>
<td>• Events participated in</td>
</tr>
<tr>
<td>• Email address</td>
<td>• Volunteer interests</td>
</tr>
<tr>
<td>• Mailing address</td>
<td>• Skills</td>
</tr>
<tr>
<td>• Phone number</td>
<td>• Hours volunteered</td>
</tr>
<tr>
<td>• Financial contributions</td>
<td></td>
</tr>
<tr>
<td>• Membership status</td>
<td></td>
</tr>
</tbody>
</table>
What strategies has your group used to capture and track membership information?
Membership

Defining  Tracking  Building
Worksheet - Building Membership

**MEMBERSHIP**

**BASIC ROLES**
- Annual donor
- Event volunteer

**INTERMEDIATE ROLES**
- Project leader
- Event organizer

**INTEGRAL ROLES**
- Board member
- Board officer
Table Discussion (4-5 minutes)

Deepening Member Engagement
What strategies can help members to deepen their engagement?
Why is membership important?

- Public support
- Building community
- Longevity and sustainability