

Lake Roland Nature Council Membership Committee:

As a membership driven and supported organization, the Membership Committee's primary role is to support all initiatives that drive, increase and sustain membership in the Lake Roland Nature Council.

Annually, the committee's primary responsibility is to facilitate the annual membership mailing. Attend park events to solicit new members. Provide input and suggestions to expand, support and improve park programming to add value to membership. Provide input and suggestions on how to increase membership to further support Lake Roland Nature Council initiatives. Be able to answer questions regarding the Lake Roland Nature Council's mission, objectives and structure; Address questions and provide information regarding membership (e.g. questions relating to dues, membership categories, etc.). Actively recruit new members and promote and encourage participation in the Lake Roland Nature Council. Follow up with any potential members you contact to address questions, provide additional information, and help facilitate their joining the Lake Roland Nature Council. Reach out to members that have not renewed their membership to determine why and encourage them to rejoin. Assess membership needs through surveys and questionnaires or other methods suggested by the Board, and communicate the members needs to the Board if they are deemed reasonable.

Chair: Jeffrey Budnitz

Mission

The primary responsibility of the membership committee is to manage and grow the Lake Roland park membership. Members are a key element of the park and provide not only community support and involvement but also membership dues are used in support the park programs.

Membership committee chairman

- The Membership committee chairman must be a current LRNC board member in good standing.
- The committee chairman will provide membership updates at each board meeting.

Membership definition

- Membership is annual and runs from January 1st to Decembers 31st of every year - this date range was chosen for several reasons:
 - LRNC annual fund raising is calendar year based due to tax sensitivity.
 - A better start date for members joining based on new members that desire discounts on spring/summer programs.
- Members are entitled to discounts on designated LRNC programs.

Committee responsibilities

Meetings:

- Meet a minimum of three times a year.
- Keep meeting minutes – attendees, discussion, action items.
- Review lessons learned.

Annual Membership process:

- Update annual membership form:
 - Annually updated information is regenerated for the current membership year.
 - Multiple versions of the form are created with unique form identifiers to better track membership initiatives at specific membership functions or park functions.
- Membership Mailing:
 - Send membership forms to existing members November 1st of every year for renewal purposes.
 - Generate and send membership letter to be included with the membership renewal form.
- Membership mail is received by the LRNC Treasurer - forms are processed for:
 - Membership information
 - Member type and payment
 - Volunteer interest but not area of interest.
 - Send acknowledgement e-mail at point of renewal being processed.

Membership data tracking and analysis:

- Maintain database or spreadsheet of current and past members
- Provided by treasurer to committee to be reviewed monthly for:
 - Data entry accuracy compared to submitted membership application
 - Membership trends
 - Volunteer interest and specific area of interest, area of interest information to be provided to committee chairs to better cultivate new volunteers

Communications:

- Membership E-mails:
 - Lead up to annual renewal
 - Annual near end of year donation solicitations e-mails
 - Quarterly newsletter calendar e-mails.

Marketing:

- Surrounding communities - attend meetings, presentations
- Groups - environmental, nature, boating, biking
- Posting on ranger station, kiosks
- Send monthly or quarterly updates to communities, groups
- Membership, committee signup events

Paw Point Committee:

- Work with the Paw Point committee on membership initiatives to reduce member confusion that each membership is completely separate to each other to increase LRNC membership.

LRNC Programs:

- Committee should have a presence at large park events to try increase membership.
- Create membership inserts for park calendars, at least in the spring calendar.
- Post on LRNC Facebook Page.

Membership brochure:

- Finalize membership brochure. Once kiosks are installed, they can be printed and put in the brochure racks.
- Updated membership list is sent to park staff by the Treasurer.

Reports:

- Provide membership committee updates and reports (Formats Excel & PDF).
- Membership reports broken down by:
 - Membership type
 - On a date/transaction basis
 - Member contact information

Revision: 08-19-2017