

# MEMBERSHIP COMMITTEE MINUTES

Date: 24 September 2019

Time: 4:30pm

Facilitator: Maureen DeFelice

## Minutes

In attendance: Maureen DeFelice, Mike Gilliam, Mercedes Alhaj, Jay [REDACTED] Corey Huffman, Cara Magrane

There were new members from the business council so everyone introduced themselves.

Growth and retention of the membership is a priority of executive council and staff. The executive council members will also be requested to bring in two new members per year and add their support in phone calls.

Mercedes reviewed the membership growth and budget numbers.

- 31 New NPO agencies
- 25 lapsed NPO agencies have returned
- 6 New Business Members

Current NPO member breakdown by budget size:

- 40 - Up to \$250k
- 38 - \$250-500k
- 44 - \$500k- \$1M
- 31 - \$1-3M
- 16 - \$3-5M
- 29 - \$5M+

Total current members: 198



## FINANCIAL REVIEW FOR END OF YEAR

The TNC Financial end of year is 30 September 2019. Mercedes anticipates a few more dues payments and an end of year actual figure at 10% above 2018 EOY.


Budgeted Membership dues for 2018/2019:  
\$87,520

Actual:  
\$92,714

New list of potential members – best way to engage. Mike and Maureen to share stories of success and challenges. Sometimes we are planting a seed. One-on-one is the best interaction. The potential new member may resist based on time constraints, lack of knowledge on benefits of the organization, etc. Mike and Maureen will work on an elevator pitch to help the committee reach out to potential new members. Mercedes and Scott are working on a new list of contacts.

Maureen has been reaching out to new members and ensuring they know about benefits and events. Committee members will start getting a list from Mercedes of new members to welcome and contact. If a new member has any issues, committee members can direct them to Mercedes.

The committee spent some time talking about benefits and ways to retain current members through engagement with members we do not see much interaction with. By checking on interaction, we hope to increase retention.

A decorative graphic at the top of the page consisting of several overlapping, wavy shapes in various shades of blue, ranging from a light sky blue to a dark navy blue. The shapes flow from the top left towards the right, creating a sense of movement and depth.

The committee will work on both growth and retention and will continue to discuss ways to keep our members involved and spreading the mission.

The next meeting is scheduled for Tuesday December 3<sup>rd</sup> at 4:30 at the Blue Box. Request will be made at the next CEO meeting to have additional members join the committee.