# The Nonprofit Council: Membership Committee

Meeting date: May 1, 2018

Attendees: Mercedes Alhaj, Sue Dodson, Meriam Good, Scott McAninch, Leslie Palmer, Anne Schelleng

* All attendees were welcomed and everyone introduced themselves.
* Reviewed current status of membership
  + Year to date: this year - $67,955 with a total membership of 200 including 25 new members as compared to last year - $75,000 with a total membership of 180 including 33 new members
  + There were approximately 150 members is 2016
  + Goal is to have $90,000 in membership dues for the fiscal year
* Our vision, goals and metrics were discussed
  + Scott reported membership dues is the backbone of TNC budget. Increases in the budget allow for growth – additional staff and more services
  + Goal of $200,000 in membership revenue was set. The goal was broken down over the next four years, increasing membership revenue by $25,000 each year.
  + We will begin to track the following metrics for both Nonprofit and Business memberships monthly:
    - New
    - Renew
  + We will also track overall retention. We want to be sure while we are adding new we are not renewing current members.
* Mercedes will develop a membership benefits overview document outlining the hard and soft benefits for the committee, board and members to use as invite other nonprofit leaders to join TNC.
  + We are seeking testimonials. Why are you a member? What do you get out of your membership?
  + There will be a survey taken as each member joins or renews asking the following questions:
    - Why are you joining/renewing?
    - How do you participate?
    - What is the best benefit you receive?
* There will be a specific contact strategy for renewals:
  + 45 days prior to renewal date – e-mail from Mercedes,
  + on renewal date (if not renewed) – letter from Scott,
  + 45 day past renewal date – call from a committee member, board member or fellow member (whoever is the best contact)
* The prospect list developed from lapsed members and Big Give participating organizations which are not yet members. It will be managed in a Google doc: <https://url.emailprotection.link/?a5_LH2ddTwcV1mrkf6HI3Z11iYH5wTVeXy_v2uytsYrukgbu_XsRK9A4Ocg_FpQLzKKPS7t7_BqGDFB1tMD0cU9adhxegA0xYy705JduJU9VJd9e7UQ_OvhBq1nLYhdq7>
  + All committee and board members are being asked to review the information in the document for accuracy.
  + The same group is asked to select at least one prospect to invite to the CEO meeting on May 16th as their guest with the intention of asking them to join TNC.
  + Each quarter we ask this group to identify 3 – 5 prospects to they will contact regarding membership
    - Mercedes will follow up on all committee and board contacts
* We will be developing an onboarding process for new members and a strategy to ensure all members are engaged and participating.
* There was an in-depth discussion around the database management tool currently being used (Give Gab). After learning the limitations of that platform, the committee has suggested using Salesforce (applying for the free version).
* To keep our momentum going, the committee will meet again in June (6.5.18, Noon – 1:30, BBBS). Meetings will then be quarterly – Sept, Dec, Mar…
* Adriana Contreras, Maureen DeFelice, Tim Plant, Stacey Kline Schwartz, Deborah Valdez and Jessica Weaver are also on the committee.