

## **Membership Committee**

- Assesses member needs through interviews and surveys to better serve them.
- Addresses lapsed memberships to maximize member retention.
- Seeks opportunities to include IFA recruitment materials in the mailings, events, and other activities of partner agencies and organizations.
- Reaches prospective members with information that encourages and facilitates membership and/or financial contributions to the cause.
- Provides members with opportunities to engage in IFA activities as volunteers.
- Helps maintain professional management of IFA's Wild Apricot member database.

## **Potential Tasks**

- Review previous membership committee plans and documents to glean ideas that are still relevant and attainable.
- Prepare and distribute a member survey using a free on-line tool like SurveyMonkey.
- Call a sampling of members to thank them for their membership and learn about their impressions of IFA and how we could serve them better.
- Keep a running list of member needs that are expressed.
- Contact lapsed members with letters, phone calls, emails.
- Review and revise the automated emails in Wild Apricot.
- Revise the letter to be included in the annual IFDA mailing and give to IDNR
- Consider reciprocal mailings with other forestry groups
- Secure exhibit space and line up IFA members to man booths at events attended by forestland owners.
- Reach out to District Foresters and consultants for potential member and volunteer leads.
- Explore alternative means of reaching potential members – Facebook, blog, e-newsletter.
- Attempt to engage more members in helping with specific volunteer tasks.
- Plan a membership drive with prizes for the most members recruited.
- Investigate the possibility of student chapters, and make recommendations to the Board.
- Assist the Marketing Committee with regular member communications, and assist the Legislative/Policy Committee with developing a list of members who are willing to respond to calls for action.
  
- Other \_\_\_\_\_
  
- Other \_\_\_\_\_
  
- Other \_\_\_\_\_

## **Skills and Interests Needed**

- Comfortable with representing IFA to members, individually or in groups
- Familiarity with Wild Apricot, or willingness to learn
- Attention to detail; handling clerical tasks like mailing
- Interest in growing IFA, helping landowners, serving members
- Other: \_\_\_\_\_

## **IFA Mission**

The mission of the Illinois Forestry Association is to act on issues that impact rural and community forests and to promote forestry in Illinois

## **IFA Vision**

The vision of the Illinois Forestry Association is to be a highly effective, “go to” community of well-informed property owners who are managing their trees and forests and are influential with their peers and government.

## **Five Goals**

1. Promote forest management and help landowners manage forests
2. Educate members and the general public
3. Policy advocacy for IL Forests
4. Understand/engage members and increase membership
5. Efficient and Effective IFA Governance

## **GOAL 4: Understand/engage members and increase membership**

*Lead IFA Committee: Membership*

**Strategy 4.1:** Assess member needs through interviews and surveys so that we may better serve them.

**Action 4.11:** Review previous surveys, plans, and reports focused on membership.

**Action 4.12:** Conduct new surveys to learn about member educational needs and expectations.

**Action 4.13:** Reach out to members individually to thank them for their membership and talk to them about how IFA can better serve their needs.

**Action 4.14** Develop a list of membership needs, topics of interest, etc., for use in recruiting newsletter articles, planning events, etc.

**Strategy 4.2:** Address lapsed memberships to maximize member retention.

**Action 4.21:** Contact lapsed members with a personal letter or phone call with invitation to reinstate.

**Action 4.22:** Revisit and improve content of all automated replies in Wild Apricot.

**Action 4.23:** Take note of reasons given during personal contacts for refusal to rejoin, and make improvements to avoid such losses, if possible.

**Strategy 4.3:** Seek opportunities to include IFA recruitment materials in the mailings, events, and other activities of partner agencies and organizations.

**Action 4.31:** Prepare an annual recruitment letter for inclusion in DNR’s IFDA renewal mailing.

**Action 4.32:** Investigate the possibility of a reciprocal mailing to Illinois Tree Farmers, Walnut Council members, etc.

**Action 4.33:** Participate in the Tri-State Forest Stewardship Conference, Farm Progress Show, and other opportunities to visit directly with IL landowners.

**Action 4.34:** Meet with District Foresters to explore localized opportunities to pass information along and engage potential members.

**Strategy 4.4:** Reach prospective members with information that encourages and facilitates membership and/or financial contributions to the cause.

**Action 4.41:** Increase the reach of the IFA Facebook page by posting items of interest to members.

**Action 4.42:** Develop a blog that will encourage more in-depth understanding and following of the issues on the IFA radar.

**Action 4.43:** Explore the possibility of a free newsletter, not to replace our quarterly mainstay, but to secure a mailing list of prospective members and the opportunity to legally reach out to them in accordance with email spam laws.

**Strategy 4.5:** Provide members with opportunities to engage more fully in IFA activities.

**Action 4.51:** Reach out to members via newsletter articles and email blasts to ask for volunteers.

**Action 4.52:** Develop lists of specific tasks or skills for use with volunteer requests so that we can match people to the tasks they feel comfortable doing.

**Action 4.53:** Recruit members with applicable skills and interests to join IFA Committees.

**Action 4.54:** Recruit members to host/participate in the planning of regional/annual events.

**Action 4.55:** Encourage members to sponsor, recruit, and mentor new members.

**Action 4.56:** Investigate formation of student chapters, engagement of student members.

## **GOAL 2:** Educate members and the general public

**Lead IFA Committee:** Marketing

**Strategy 2.3:** Communicate regularly and in a variety of ways to share useful information with members and the public.

**Action 2.31:** Send an email blast to IFA members every other week on a topic of interest.

**Action 2.32:** Maintain an active Facebook Page, posting weekly content of interest to members and others who follow the page.

**Action 2.33:** Develop an introductory IFA PowerPoint presentation that will provide an overview to target groups of interest.

**Action 2.34:** Establish a YouTube channel for IFA so that videos can be posted as they become available.

**Action 2.35:** Develop press releases on timely topics that local newspapers will find interesting and relevant to their readers.

**Action 2.36:** Develop public service announcements on topics with widespread appeal for use on radio and TV.

### **GOAL 3: Policy advocacy for IL Forests**

*Lead IFA Committee:* Legislative/Policy

**Strategy 3.3:** Organize a “Power of Ten” IFA member response system for use in supporting or opposing legislation relevant to member interests.

**Action 3.31:** Develop a contact list of IFA members who will commit to responding promptly by telephone, email, or in person when alerted by IFA.

**Action 3.32:** Recruit additional members in legislative districts that lack coverage, aiming for at least 10 members/contacts per legislative district.

**Action 3.33:** Provide each member of the network with contact information for their legislators.

**Action 3.34:** Invite action alert members to participate in IFA Lobby Day, IL Ag Legislative Breakfast, and other organized activities.

### **GOAL 5: Efficient and Effective IFA Governance**

*Lead IFA Committee:* Executive Committee, with assistance from Finance and Nominating

**Strategy 5.5:** Maintain professional management of IFA’s Wild Apricot member database, event calendar, and website.

**Action 5.51:** Recruit and train capable administrators to share responsibilities for various aspects of the Wild Apricot system.

**Action 5.52:** Secure at least one event manager in each IFA region.

**Action 5.53:** Provide redundancy in administrative privileges to avoid overdependence on any one individual.

**Action 5.54:** Conduct an external website review to obtain recommendations for visual design improvements.