

**AGF Membership Committee Meeting Minutes**  
**Membership Chair: Lynn Timmons**  
**January 29, 2007**

In Attendance: Lynn Timmons, Angie Harmon, Juliana Yoder, Madia Logan, Marissa Theisen

The first order of business was to review the purpose of the membership committee. Marissa summarized key steps the Membership Committee took in 2006, including enrolling 11 new members and reducing dues for members outside of Maricopa County and offering half-priced dues for first time members for the first year.

She also highlighted some things she hoped the committee would accomplish in 2007, including:

- ❖ Helping to shape the member satisfaction survey
- ❖ Examining currently member solicitation process and identifying ways to improve
- ❖ Review lists of potential members and actively solicit those who are most likely candidates

Marissa indicated that the 2007 membership goal was 10-15 new members.

After some discussion, the committee generated several simple ideas that would help with membership recruitment and retention:

- Have members talk to people who don't renew their membership
- When visitors come to our programs, their nametags should be marked and membership committee (badges also marked) will know ahead of time what guests we'll have, and they'll welcome them personally.

Madia Logan offered several of her ideas for the committee members to discuss.

**Member Photos on Website:** Madia suggested to the committee that AGF hire a photographer for 2-3 events to photograph individuals for the most part, but some group shots. These photographs would then be placed on the AGF Members only website as a way of further 'introducing' members. Committee members supported the idea.

**Membership Gift:** The idea here is to have some giveaway that members receive with membership. Some ideas have been notepads, mugs, polo shirts, and even ties. Angie Harmon agreed to share cost data on note pads that one of her staff had developed. The committee deferred any decision on this item until more information was available.

### **Possibility of Expanding AGF Membership Criteria**

Lynn Timmons raised the question of whether or not AGF wanted to broaden its membership criteria to include groups like the Board of Regents or the Science Foundation, which issue substantial grants to faculty members for projects that impact the nonprofit sector in areas like education and health.

The committee suggested that this issue be raised for discussion at the next AGF board meeting on Feb. 6<sup>th</sup>.

### **Follow up**

The AGF staff will summarize past efforts and prepare a document of tiered prospects for each of 4 major prospect areas:

- ❖ Family foundations
- ❖ Corporate Giving
- ❖ Public Sector
- ❖ Indian communities

Marissa will send the membership committee members information on the Friends of AGF program and also talking points for each membership category.

Julie Yoder made a commitment to call Bob Booker and follow up on his potential membership.

The group adjourned the meeting at 1:05pm looking to schedule another meeting on March 19 or 20<sup>th</sup>. Angie Harmon volunteered to host the **next committee meeting and confirmed the meeting for March 20<sup>th</sup> at Phelps Dodge headquarters, 1 N. Central Ave.**