



AGF Membership Committee Meeting Minutes
Membership Chair: Lynn Timmons
May 18, 2007

In Attendance: Lynn Timmons, Juliana Yoder, Charlie Thompson, Kevin Ruegg, Carolyn O'Malley, Madia Logan, Marissa Theisen

Review Current Dues Renewal Statistics

The AGF staff announced that 8 foundations have not yet renewed their memberships. The total dues revenue loss was estimated to be \$4,500.

New Membership: Review Commitments & Follow-up

The AGF staff announced that 6 new members have joined AGF in 2007. New members included the AFC Public Foundation, Arizona Commission on the Arts, Cox Charities (check pending), Hensley, John C. Lincoln Health Foundation, and Choice Hotels International Foundation.

Kevin Ruegg has agreed to contact Bashas and Quarles & Brady. Charlie Thompson agreed to contact Cardinals Charities and the Diamondbacks. Marissa Theisen and Lynn will contact Fort McDowell.

Madia will follow up with the Ibis Foundation as well as Sharon Foltz as she invited Raytheon to join.

Review Friends of AGF Materials

The committee made several key decisions around the Friends of AGF Materials. It was decided that we should capture the message of the letter in one page. The committee also decided to be up front about the amount AGF is requesting. It was suggested that we more effectively use bullet points and feature a separate fact sheet on AGF and philanthropy in Arizona.

Lynn suggested that we personalize the letters as follows: As the _____ Foundation... we encourage you to take your place among the leadership of Arizona's philanthropic community.

Kevin raised a way to recognize current members. She suggested that we frame and send AGF Members the cover of our new membership brochure with "2007 Member" placed on the front.

Review Prospective Member Packet

The new membership packet was well received by the committee. Revisions were suggested to include most current list of members as well as minor edits to the Dorrance Family Foundation testimonial.

Discuss Initial Survey Results & Survey Comparison

During an in-depth conversation on the results of AGF's 2007 Membership Survey, the committee felt a particular course of action would be appropriate:

- We should highlight the knowledgebase in Members Exchange (once launched)
- We should call more attention to AGF benefits of membership for members
- We should plan another social during the month of August
 - o The Shackelford House might be a good venue
 - o Duck & Decanter
- We should stick with afternoon meetings, but host one or two morning programs to add variety.