

AGF Membership Committee Meeting
October 6, 2009 3:00 – 4:00 pm
Location: Teleconference

In attendance: Jerry Wissink, Ellis Carter, and AGF Staff: Marissa Theisen, Erin Dow, and Heather Smith

Jerry Wissink called the meeting to order at 3:00 pm.

Update on 2009 member prospects

Committee members provided updates on the prospects they chose to contact. Jerry said that there is a new CEO at John C. Lincoln Foundation. He will contact the new person once they have settled in. Ellis said that Catapult Bio was interested in membership and she will be following up with them to encourage them to join. She noted that Century Arts Foundation was not impressed with the Border Philanthropy Partnership program, but she would bring them to another AGF program. Marissa noted that Ellis' work with James Lincoln has helped encourage him to attend a Small/Family Foundation meeting. Ellis noted that her attempts to contact the new person at the Diamondbacks Foundation have been unsuccessful and it may be better for AGF to send membership information directly to the person. Ellis asked for printed membership materials that she can pass out to new foundations that she works with.

The committee reviewed the list of out-of-state funders who give in Arizona. Marissa noted that she would like to see if any committee or board members know any of the contacts for these foundations and would be willing to contact them on behalf of AGF. Ellis asked that the list be sent separately to AGF Board members and Membership Committee members.

2009 Member Satisfaction Survey

The committee discussed the overall plan for the 2009 Online Member Satisfaction Survey. Jerry noted that the Board had agreed at their last meeting that an online survey would be appropriate again this year and that incentives could be used to encourage participation in the survey. The committee reviewed the list of incentives provided by staff and agreed that they were adequate. Jerry suggested that the deadline for the incentives be identified in the email that accompanies the survey in addition to being highlighted on the survey itself. Jerry asked for suggestions for a deadline date. Marissa noted that she would like to have the compiled survey results ready for the last 2009 board meeting in early December. Therefore, an appropriate timeline for the survey would be to send it out the first week in November, provide several reminders during the following weeks, and set a deadline for responses before Thanksgiving to allow time to compile results.

Jerry asked that the survey be sent to Maryn, Lydia, and Ellis to get their feedback within the next few weeks.

List of members that have joined in past 3 years

The committee discussed the AGF Board decision to call all new members who had joined AGF in the past 3 years to do a short satisfaction survey. The committee recommended that the calls be made in conjunction with the online survey in November. Marissa agreed to draft a few informal questions to be asked. Marissa said that she will be circulating the list at the following board meeting to ask board members to identify members they would be willing to call. Jerry felt that if each board member selected three members to call, then the list would be covered. He requested that Marissa have the list of questions and new members ready for the October board meeting

Focus group for newsletter

Marissa asked the committee if it would be beneficial to have a focus group to determine utility and satisfaction of the Member Exchange newsletter. She expressed that there were several reasons for doing this: 1) to find out if our newsletters contain useful information that they are not getting from other sources, 2) to find out what other information we could provide to members that would be useful, and 3) to determine if production of the newsletter is a good use of staff time. Ellis expressed that she felt that information on whether or not the information is useful can be gathered from the email tracking system data. After some discussion on how to engage members with the AGF website and newsletter, the committee tabled the idea of a focus group. Marissa will meet with Ellis to discuss other ideas for member engagement and feedback regarding the AGF newsletter and website.

The meeting was adjourned at 3:45 pm.