

AGF Membership Committee Meeting
March 16, 2009 3:00 – 4:30 pm
Location, AGF, 1505 E. Missouri Ave, Suite 200, Phoenix, AZ 85014

In attendance: Jerry Wissink, Herb Paine, Ellis Carter, Lydia Lee, Maryn Boess, and staff members Marissa Theisen and Erin Dow.

Jerry Wissink called the meeting to order at 3:15 pm.

Jerry welcomed and thanked the committee members and asked everyone to introduce themselves. Jerry then asked Marissa to review the roles and responsibilities of the membership committee. Marissa discussed the responsibilities of committee members to act as ambassadors of AGF, recruit new members, support member retention review and help draft the Member Satisfaction Survey which is distributed every fall.

She then reviewed the Membership Committee goals for 2009. AGF has already exceeded the goal of recruiting 5 new members with a total of 7 new members signed up so far. Marissa suggested revising the goal to recruiting 10 new members. Herb asked if there was a trend in the growth of the number of members in the past few years. Marissa stated that the peak membership was 81 and that projections had been higher, but due to the change of economy she was trying to be more conservative with the numbers. Marissa reviewed the other strategic goals including member retention of 90%, dues revenue of \$151,250, grants revenue of \$86,500 and member satisfaction of 90%. Marissa explained that due to member loss and change in dues levels for two renewing members, she expects that dues revenue will be lower than projected unless the organization can enroll several additional new members. Membership Committee members are vital to the enrollment process.

The committee reviewed the renewal list including renewed members, new members, members expected to renew, members who we are unsure will renew, and non-renewals. After reviewing the list, committee members agreed to contact members who AGF staff identified as uncertain, as indicated below:

- AFC Public Foundation, Bill Andrews – Marissa will contact
- Arizona Board of Regents – Maryn has submitted invoice but is not sure when she will hear back
- Arizona Christian Foundation, John Lind – Marissa will contact
- City of Flagstaff – Marissa expressed that she will ask Kerry Blume to contact
- Mayo Clinic, Marion Kelly – Ellis will contact
- TASER Foundation, Kathy Hanrahan – Ellis will contact
- Cox Communications, Jillian Jones – Marissa will contact
- Freeport-McMoRan, Angie Harmon/Tracy Bame – Marissa will contact

Marissa stated that she will be bringing to the board at the next board meeting the possibility of offering special reduced rates to government entities since they face severe restrictions in spending. Jerry stressed it was very important for government entities to be present at meetings of the philanthropic community, especially during these challenging economic times.

The committee then reviewed the prospective member list. The committee members agreed to contact or find a contact for prospects as listed below:

- Herb Paine – American Express, Victoria Foundation, National Bank of Arizona, Five Arts Circle
- Ellis Carter – Arizona Diamondbacks Foundation
- Jerry Wissink – Catholic Healthcare West, John C. Lincoln Hospital
- Maryn Boess – Diocese of Phoenix
- Lydia Lee – Griffen Charitable Foundation, US Bank

The committee requested that Erin email a PDF version of the Membership Packet to them to assist recruiting. The Committee requested that Marissa distribute the prospective member list to AGF Board

members and ask them to also select prospective member names on the list and personally contact them for AGF member recruitment.

Discussion followed on how to reach out to recruit new members. Ellis suggested offering incentives for members, such as dues discounts, to those who recruit new members. Herb asked if AGF had ever had an event to introduce potential members to AGF. Marissa expressed her concern that potential members may not come to an event unless it has some professional benefit. Ellis suggested having a reception for trustees to meet and mingle. Maryn said that they might respond better to printed invitations than to an email invitation. Several in the committee expressed concern about how to access trustees to invite them to an event. The most direct source is the organization CEO, but they are sometimes reluctant to invite them to AGF programs. Marissa felt that she could ask the AGF board members what kind of event would be engaging for their trustees. Herb said that the value of the experience beyond social networking would be to promote the value of philanthropy in Arizona.

Jerry brought up the Association of Small Foundations programs that had recently taken place in the Valley and wondered if we could use their events as recruiting tools as well. Marissa noted that ASF sponsored several events in early March. AGF attended the session on funder collaboration. Of the 42 ASF members in Arizona, only 9 of them are AGF members as well. In previous years, AGF has marketed to these individuals with limited success.

Herb asked if there was a Philanthropy Month; Marissa noted that Philanthropy Day was in November.

Herb suggested that the AGF tagline might be “Cultivating a Community of Philanthropists.” Several other committee members liked this idea as well and suggested using the tag line for events. Herb proposed having a Philanthropy Book Club to engage trustees and possibly potential members. The committee liked the idea of the more social feel of a book club for engaging trustees and potential members. Marissa agreed to talk with Herb more about partnering with the Arizona Humanities Council on this idea after the meeting. Marissa agreed that it would be a good idea to have one creative program every year to cultivate members.

Ellis noted that her table guests at last year’s annual luncheon had engaging cross-conversations and felt the event would also be a good place to market AGF to potential members.

Herb noted that Channel 8 has promoted nonprofits with their Be More Awards and is looking to promote philanthropy as well. At his upcoming meeting with a Channel 8 representative, he will suggest that they contact Marissa to talk about possible programming to promote philanthropy in Arizona.

The committee briefly reviewed the Member Satisfaction Survey results from last November’s survey. Marissa noted the high level of reported meeting attendance and the high level of member satisfaction. Maryn expressed that in reviewing the information, the committee should also consider non-respondents and why they did not respond.

Jerry wrapped up the meeting by asking the group to select their next meeting date. The next meeting will be held on May 26th from 3:00 pm – 4:30 pm at the AGF offices. This will allow time after the board retreat and before the next board meeting.

The meeting was adjourned at 4:45pm.