

AGF Membership Committee Meeting
June 23, 2009 3:00 – 4:00 pm
Location: Teleconference

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

Jerry Wissink called the meeting to order at 3:08 pm.

Briefly review current dues renewal statistics

Jerry asked Marissa to review the board's response to the prospect list. Marissa stated that Mary Jane Rynd and Ed Portnoy agreed to contact several of the prospects with which they have relationships. Deborah Whitehurst agreed to invite prospects who were ACF support foundations to attend AGF programs. Jerry then reviewed the Membership Committee assignments for prospects. The reports were as follows:

- Maryn has contacted Katie McLaughlin at the Catholic Diocese to confirm their intent to renew. Marissa stated that the Catholic Community Foundation had renewed their membership and asked if the Diocese also operated Catholic Charities, which has been an AGF member in the past. Maryn clarified that Catholic Charities is a separate entity from the Diocese and the Catholic Community Foundation. **Maryn agreed to contact Katie to confirm this.**
- **Jerry stated that he is still pursuing John C. Lincoln which is under new leadership.**
- **Lydia is still pursuing Griffen Foundation.**
- Marissa has sent information to Mutual of Omaha previously and Ed Portnoy also agreed to follow up with Rob Leslie regarding membership.
- Herb has contacted American Express. They expressed interest but said they could not join at this time. **He has attempted to contact Victoria Foundation and 5 Arts Foundation but has not received responses from either.** His previous contact at National Bank is no longer there. Marissa expressed that Mary Jane Rynd had a contact at National Bank and would attempt, but Marissa was uncertain if they even gave grants.
- **Marissa expressed that the Foundation for Public Education was interested in becoming a member and she would follow up.**
- Maryn asked about government members who had not yet renewed. Marissa noted that the City of Phoenix recently chose to renew under the temporary waiver of dues passed by the board. **Maryn said she would be willing to contact the City of Glendale and invite them to renew.**
- Marissa reported that **Ellis is working with the TASER Foundation and the Diamondbacks Foundation.**

Jerry asked about the possibility of contacting those who were non-renewals. Marissa explained that two of the foundations are defunct and that she has contacted the others about why they chose not to renew.

Jerry asked that Marissa or Erin send an email to Membership Committee members at the end of July to check on how they are doing with their prospects. Maryn volunteered to contact prospective members who fund higher education or K-12 education. Marissa will research and compile a list of contacts for Maryn.

Jerry asked Marissa to review which foundations on the prospect list were a priority. Marissa reviewed the list and noted that some of them will be approached by board members. She offered to follow up with the Dougherty Foundation as they had attended several Small Foundation Roundtable sessions. Marissa reminded the committee members that the best way to recruit new members is to build on the relationships that current members have with prospects and invite them to AGF programs.

Evaluate results of Member Technology Survey and Member Satisfaction Survey

Jerry noted that the member satisfaction survey is done once a year in November and asked Marissa to review the results of the 2008 survey.

Herb stressed the importance of timing and time-requirements of the survey. Other organizations tend to send surveys around the same time of year and the volume of surveys can be overwhelming. Also, many people view surveys as being too time-consuming. He suggested providing incentives or using other methods of collecting data such as focus groups or Facebook. Marissa noted that AGF had inserted a brief survey in the most recent Member Exchange newsletter that offered an incentive to all who responded. However, only two people responded. Adrienne expressed that she already gets a high volume of newsletters and doesn't always have time to read them.

Maryn suggested that in addition to the standard member satisfaction questions (or possibly as a substitute) we might want to ask "Why are you a member of AGF?" This open ended question might solicit more valuable information about the specific needs of each member. She questioned whether putting more resources (i.e. incentives) to administer the survey was the best use of resources.

Herb suggested that the methodology for getting member feedback might be the problem, rather than a lack of incentives for encouraging survey participation. Phone calls to members for a focused interview or focus groups, possibly at AGF programs, might be more effective ways to get feedback. Maryn thought that a phone interview by a peer might be more productive than a call from an AGF staff member. Maryn said she would be willing to do a beta test by calling a sample of 10 representative AGF members for phone interviews. Marissa suggested that another idea might be to do member interviews one year and an on-line survey the next. For the on-line interviews, she also suggested calling members in advance of sending out the survey to ask them to look for it in their inbox and respond.

Jerry suggested we bring this topic to the board before making a final decision on how to proceed. He asked Marissa to write up a short summary of the committee's discussion for the August 11th board meeting. Marissa stated she would schedule the next committee meeting in September.

The meeting was adjourned at 4:14pm.