

**AGF Membership Committee Meeting**  
February 11, 2011 - 3:00pm–4:00pm  
Location: AGF, 1505 E. Missouri Ave., Suite 200, Phoenix  
Karen Fisch – Committee Chair

Attended: Karen Fisch, Barbara Ryan, Kelly Balthazor, Marissa Theisen and Tom Torretta

**Agenda Items:**

➤ **Welcome new Membership Committee Members**

Karen Fisch welcomed Kelly Balthazor to the committee. Patsy Kraeger and Kevin Ruegg were not able to make this meeting.

Karen discussed the Membership Committee and how the committee will act as ambassadors. She sees the committee working closely with the board and members to locate prospects and recruit new members. The committee discussed that it is in the membership's best interest to get as many funders to the table as possible for several reasons, including:

- Collaboration opportunities
- Sharing lessons learned
- Determining how members are similar and different
  - Grant Cycles
  - How grants are reviewed and issued
  - Reactive Grants (RFPs) vs. Proactive Grants

➤ **Review Committee Role/Expectations**

Tom Torretta reviewed the Roles and Expectations document. This included what is expected of the committee members as well as AGF's goals tied to membership. Tom discussed how the committee can help us achieve these goals, shared the current membership breakdown, and how we should be able to grow all types of funders in Arizona. The group also discussed the budget deficit and how recruitment will not only help expand the pool for members but help fill the budget gap.

➤ **Review Member Recruitment and Retention Strategy**

Tom Torretta reviewed AGF's Recruitment and Retention Strategy document. The document details objectives and tasks that are going to be pursued to recruit and retain members. The committee discussed the idea of having a pool of "mentors" available to be a buddy for new AGF members. This wouldn't be so much to help funders with their day-to-day work, but more to help them learn about the ins and outs of their AGF membership. The mentors can also stay in touch with their mentee and make sure they remain engaged. We have determined that most often organizations that disengage are members for three years or less.

Tom Torretta will put together a communication tool kit with talking points and history of AGF as well as other useful information. This will make it easier for members to share the AGF story.

The committee also discussed the idea of a drawing for members that recruit new members. For each new member that is brought in, the "recruiting" member will get a raffle ticket. We need to encourage members to bring peers to the programs, so they can get a feel for how AGF operates and the benefits they receive.

➤ **Membership Committee Updates**

The membership committee reviewed the prospect list and shared the prospects they will contact. Some of the prospects that will be contacted include:

- Karen Fisch – Avnet and Science Foundation
- Kelly Balthazor – American Express, Diamondbacks, Cardinals, University of Phoenix, Go **Daddy, Intel, National Bank of Arizona, USAA, Southwest Airlines, and Waste Management**
- Barbara Ryan – Snell and Wilmer, Intel, Kresge and Lumina.

The committee discussed the Native American communities as another option.

Tom Torretta and Marissa Theisen will clean up the prospect list, and post it for members to review.

➤ **New Membership Ideas – Alumni/Friends of AGF**

The committee discussed adding a new membership category for members who are retiring and/or moving out of the grantmaking community, but want to maintain their ties with the community. The committee discussed the idea of anyone interested in joining would have to be approved by the membership committee. This way, if someone has moved to a nonprofit or grantwriting organization, the membership committee can decide if they want that person as a member.

Tom Torretta spoke with Carolyn O'Malley and she suggested setting the dues at \$100. Prospective Alumni members include:

- Carolyn O'Malley
- Sandy Kravitz
- Charlie Thompson
- Roger Hughes – when he retires...

➤ **New Member Dues – Initial year of membership**

The committee spoke about the offer of 50% off of a new member's dues their first year. It was decided that AGF will no longer offer that perk.