



FY'10

Task Team Guide

Coalition Membership

Problem Statement:

- Though we are on track with our DFC membership goals of increasing Coalition membership by 10% and retaining Coalition members for 2 years, it is a pivotal time for the Coalition to work on sustaining and invigorating itself by continuing to attract new members, engaging existing members, and following-up with exiting members.

Task:

1. *Follow-up with those members who contact us*
 - Develop database including components such as
 - i. Initials, date, type of initial contact (email/phone), contact info, membership packet sent (y/n), added to email list serv (y/n), note (how left conversation), 2nd contact info.
2. *Outreach to those whom we want to contact*
 - Finalize informational brochure
 - Identify those sectors/individuals we'd like to have representation from.
3. *Check-in with existing Core and Associate members*
 - Obtain and revise 1-on-1 meeting/phone convo/email template
 - Determine who/how often (i.e. Action Team members/Point People to conduct 1 meeting annually with one other Core member, Staff/Planning Committee to conduct 1 meeting annually with all Associate members)
4. *Follow-up with members who have left*
 - Determine components of and protocol for "exit interview"

Goal:

- Developing protocols for outreach to new members, checking in with existing members, and following-up with exiting members.

Timeline: August 2009-October 2009

Areas of Interest: Brochure development, photography, database creation and/or revision, media/marketing, planning.