

Elements of an Effective Membership Drive

Presented by Florida Action Committee (FAC)

Your Organization Status

Example: Florida Action Committee is a 501c4, Not for Profit Florida Corporation
Combination of Nonprofit status AND automation yields lowest postage rates
(1) Complete USPS Form 3624 - Application to Mail at Nonprofit USPS Marketing Mail Prices
(2) Use mailhouse that can certify addresses, print barcoding, sort mail, and deliver to bulk distribution center with accurate documentation.

Organization Board of Directors

President, VP, Secretary, Treasurer and Directors

Standing Committees:

Legislative, Legal, Education, Outreach, Media, Finance/Fundraising and Membership

Membership Committee Organization (minimum of one conference call per month)

- (1) Chairperson - Reports to the Board
- (8) Regional Directors - State is divided into eight Regions
- (67) County Coordinators - Eyes and ears for the County and coordinates with Regional Director

Your Goals

Example:

- Define the benefits of membership
- Establish a Member Code of Conduct
- Raise awareness of organization
- Add xx number of new members
- Identify xx number of new volunteers
- Increase participation in membership engagements
- Build membership in a specific geographic area
- Raise funds for _____ [example: legal challenges, outreach, lobbying, conferences]

Essential Elements

Mail Piece	Recipient List	Reply Options	Printer and Mailhouse
Membership Materials	1 st and 2 nd Responders	Frequent Communications and Updates	

The Mail Piece

Postcard



Florida Action Committee
PO Box 470932
Lake Monroe, FL 32747-0932
info@FloridaActionCommittee.org
(904) 438 - 8FAC
(904) 438 - 8322

www.FloridaActionCommittee.org

You received this postcard because you and your family are negatively affected by laws that are unconstitutional and get worse each year.

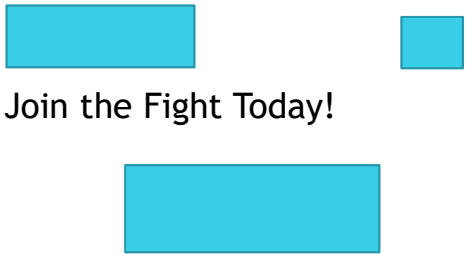
FAC is working on your behalf to educate the public and change these laws. We need your help.

To learn more, send an email to the info@FloridaActionCommittee.org or go to our website at www.FloridaActionCommittee.org

We welcome you, your family, and your friends to join us in this effort.

With Unity Comes Change

Standard Letter

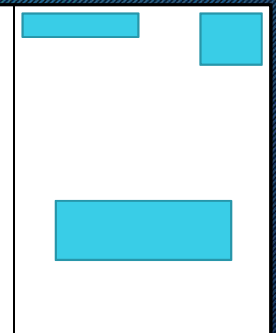


Join the Fight Today!

A diagram of a letter layout for a call to action. It features a blue box in the top left corner, a blue box in the top right corner, and a large blue box in the center containing the text "Join the Fight Today!".

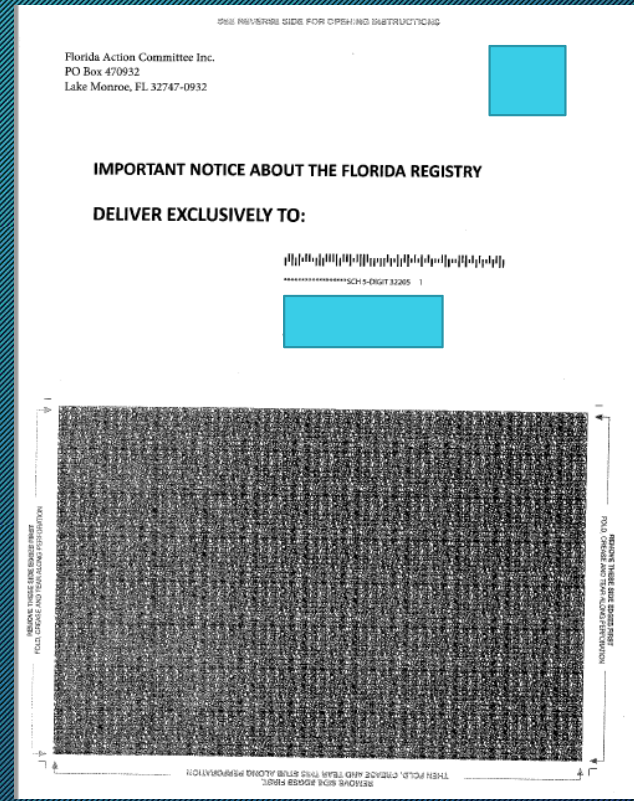
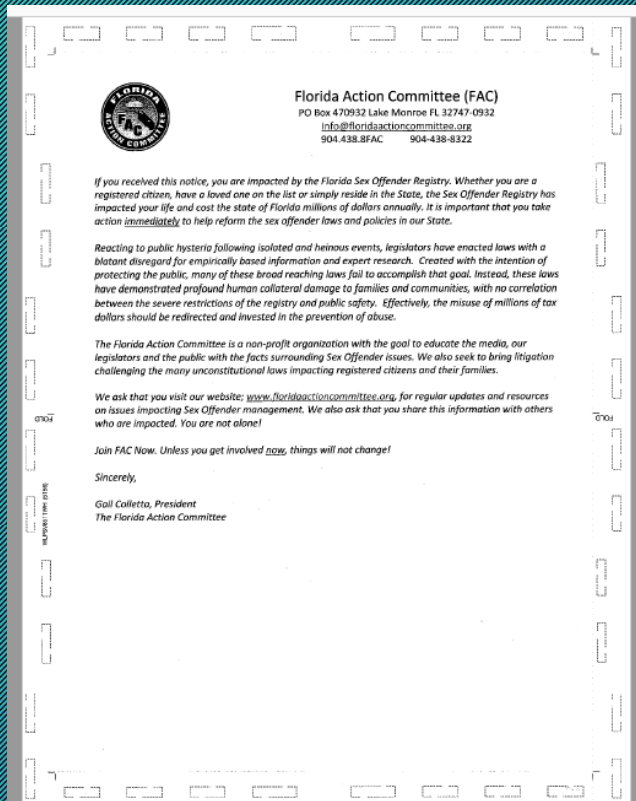
Your detailed message here

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The Mail Piece

Snap-Mailer



The Recipient List

State Registry Download

Most current addresses, sort by counties or geographic area

Abide by agency conditions, example "Cannot solicit for business gain" (inc. "fees/dues")

Spreadsheet format

Excel or CSV format preferred - Minimum of 200 clean addresses

"Seed the list" - add your name/address and other board members

Manage the list - who responds, what area is more active, what are the resources in that area

Follow-up on returned mail - correct addresses and resend in a later batch

Cleanup fields

First Name, Last Name, Business name, Complete mailing address, no commas/symbols

Verify Addresses

Mailhouse runs list through certification software and Post Office Address verification

Reply Options

Post Office Mailbox - Schedule volunteer to pick up mail, sort, respond

Dedicated Email address - example: membership@floridaactioncommittee.org

Schedule Volunteer to monitor email and respond

Dedicated Phone number - Google Voice - requires a gmail account.

Schedule Volunteers to be First and Second Responders

Can forward to other phones

Can transcribe voicemail message into Text message

Can leave voicemail on Google - NOT on 1st Responders phone

Printer and Mailhouse

Snap Mailer

QTY	Set up Fee	Printing Black 1/1	Postage with automation and non-Profit status	Postage with automation but without non-Profit status
250	\$35	\$150.00	\$42.75	\$72.00
500	\$35	\$260.00	\$85.50	\$144.00
1000	\$50	\$360.00	\$171.00	\$288.00
2500	\$75	\$750.00	\$427.00	\$720.00
5000	\$85	\$950.00	\$855.00	\$1440.00

- (1) Complete USPS Form 3624 - Application to Mail at Nonprofit USPS Marketing Mail Prices
- (2) Use mailhouse that can certify addresses, print barcoding, sort mail, and deliver to bulk distribution center with accurate documentation.
- (3) FAC will coordinate with our printer/mailhouse for ease, assurance and best possible rates
- (4) Print maximum you can afford; mail can be 'dropped' in smaller, manageable amounts
- (5) 30-day Return on Investment - 5,000 mailers need gain of 30 PAID memberships to break even.

Membership Materials

Plan for IMMEDIATE contact with potential members and CONTINUOUS contact with all members

Information Package: Letter, Membership Application, Case Consideration Form

Welcome Package: Letter, Getting Started Tips, Code of Conduct

Welcome Email: link to download membership package

Pre-printed Remit Envelopes

Membership Business Card, and Registrant Reminder System Card



Florida Action Committee (FAC)
PO Box 470932
Lake Monroe, FL 32747-0932

www.floridaactioncommittee.org
info@floridaactioncommittee.org
Voice Mail: 904.438.8322

Local Rep: _____

Monthly Membership Call

First Thursday of each Month at 8:00 pm

Access by Phone:
Dial: 1-724-444-7444 (long distance rates may apply)
Call ID: 114125# (subject to change without notice)
PIN: Use 1# to login as Guest

Access by Website Chat – (must have account on Talkshoe)
Go to www.talkshoe.com
Login using your registered Username and Password

IMPORTANT: Identify yourself by first name and county.
Unknown callers will be blocked.



INSTRUCTIONS

Reminder Service Number
(727) 233-4785

To Setup/change Your Schedule
• Text "SETUP" along with your registration months
• Example 1: Setup Jan Jul
• Example 2: Setup 3 6 9 12
(1 = January ... 12 = December)

To Silence Reminders
• Text "REGISTERED"
• Do this only AFTER you register
• Mutes rest of this month
• Reminders auto-resume on your next scheduled month



Need help with setup?
FloridaActionCommittee.org
Or Call (904) 438-8322

First and Second Responders

First Responder:

- Receives initial call or voicemail. Google Voice has option to send Text of Voicemail.
- Voicemails are returned on same or next day. Greets caller and Welcomes them to FAC
- Logs caller information directly into online Membership database (as pending member)
- Ensures that their call will be forwarded to the Regional FAC Coordinator in their area
- Automatic email containing their contact data is sent to the Membership Chair
- Membership Chair forwards the auto-email to the appropriate Regional Coordinator

Second Responder (Regional Coordinator):

- Calls pending member on same or next day and Welcomes them to FAC
- Discusses membership benefits; encourages participation, and case consideration form
- Discusses membership dues - NOTE: payment of dues is not a requirement for membership
- Discusses upcoming activities: monthly call, new member orientation call, meetings, local meet and greets, other state and local events or services as needed
- Confirms the mailing and email addresses to receive more information on FAC

Frequent Communications and Updates

- ✓ Monthly Membership call on the First Thursday of each month
- ✓ New Member Orientation Call on the Second Thursday of each month
- ✓ Weekly Email Updates
- ✓ Local Meet and Greet gatherings
- ✓ As needed: Sub-Groups / Special Project teams / Call to Action Alerts
- ✓ Annual Dues invoice with Letter from President
- ✓ Volunteer Opportunities

Florida Action Committee Membership Contact

Anita Killen
Florida Action Committee
PO Box 470932
Lake Monroe, FL 32747

904-438-8322 (Voicemail)
407-814-4203 (Direct)

anita@floridaactioncommittee.org