

## 2014 Member Services - Six Step Plan of Work



Director:	Jerry Patterson	
Vice:	Jim Gruning	

Committee Members:

Drew DeWitt	Ron Evans	Greg Farnam	Jim Gruning
Brandon Hillman	Jack Pickler		

### FOSTERING TRUST

We will foster trust by...

- Be a fully engaged active, prepared, and consistent participant in committee meeting/assignments.
- Be responsible and accountable to each other. Do what you say you will do.
- Bring forward ideas and suggestions to improve and add member value, benefits, and connections.

### CREATING VISION

Our vision is to...

- Create “Raving Fans” of FPA Members by enhancing FPA MN membership value and connections, understanding member needs, and providing extraordinary benefits and activities
- Make a distinct separation of responsibilities between Membership Committee and Member Services Committee while working together to strive for a great member experience.

### DEVELOPING STRATEGY

Strategy	Target Date	Committee Member(s) Spearheading	Critical Success Factors
Member Retention Program  Membership Committee works with members from beginning through < 1 year of membership and > 1 is turned over to Member services Committee.	Each Month	Jim Gruning	Work with membership committee off spreadsheets Bonnie sends; Telephone members who: <ul style="list-style-type: none"> <li>• Haven’t renewed</li> <li>• Haven’t attending mo. meetings</li> </ul>
Resource Program Promotion	Ongoing	Ron Evans	<ul style="list-style-type: none"> <li>• Update website</li> <li>• Create awareness</li> <li>• Add additional categories</li> </ul>
Annual Golf/Bocce Ball Tournament	July 28, 2014 Brackett’s Crossing Country Club	Entire committee, volunteers and Charity assistance	Secure: Sponsors Partners; Market to members; Utilize documented system; Prizes; Newsletter

Member Discounts	Monthly	Entire Committee	<ul style="list-style-type: none"> <li>• Create awareness</li> <li>• Process for adding new</li> </ul>
Communicate benefits of FPA membership in each monthly newsletter	Monthly	Drew DeWitt	Local and national monthly newsletters

### ENERGIZING ALLIANCES

Alliance	What do we want?	What do they want?
Bonnie	Bonnie	Bonnie and Knock Your Socks Off FPA of MN
Membership	Raving Fans of FPA MN	New Members
Career Development	Raving Fans of FPA	Professional Development
PR Committee	Communicate benefits of FPA	Promote Market FPA
Symposium	Communicate Membership Value and gain new members. Build on past recruiting effort.	Member education
Programs	Raving Fans of FPA MN	Best of Class monthly programs

### ACTIVATING TRANSFORMATIONS

- Each committee member becomes fully engaged taking responsibility for results and adding value to FPA membership.
- Recruiting new members for committee
- Creating Scripts and best practices for smooth transaction

### MEASURING PROGRESS, ACHIEVING RESULTS AND RESETTING THE VISION

Strategy	Monthly Report of Achieved Progress	Current Action Item(s)	Person Responsible (Alliances?)	Deadline for Action
Member Retention Program	Monthly update at committee meetings	Call from Bonnie's spreadsheet	All Committee	December 15, 2014
Resource Program Promotion	Monthly update at committee meetings	Action taken as needed	Ron Evans	As needed
Annual Golf/Bocce Ball Tournament	Monthly update on progress and sponsors obtained	Ron Evans to document system, secure charity and work with committee to delegate	Committee and volunteers	December February April, May June, July August
Member Discounts documented system	Printed in each monthly newsletter	Select one each month	Brandon Hillman	Monthly
Benefits of FPA	Printed in each monthly Newsletter	Select at least one per month	Greg Farnam	Monthly