

Problem Statement

The CAOCWW needs at least 210 dues-paying members (each averaging a donation of \$20/month) in order to support a full-time organizer. Without a full-time organizer the effectiveness and sustainability of the CAOCWW, and its agenda for progressive change in western Wisconsin, are jeopardized. Currently the CAOCWW has only 160 dues-paying members. Thus, it is critical that we add 50+ new members by the end of August 2016 to keep our momentum going.

Goal

To add 50+ new members by the end of October 2016.

Membership Drive: Theory of Change

We are organizing our current co-op members to engage in activities aimed at increasing our membership by 50+ new dues-paying members by the end of October 2016, and retaining all current members, through strategies that will create awareness of the CAOCWW in our local areas, recruit new members, and retain them.

Our People: Our Target Audience

1. People who share our progressive values
2. People with \$20/month to spare
3. People who share the concerns of our current issue teams:
 - Environment
 - Election/voting reform
 - Education
 - Economic justice
 - Health
 - Local control
 - LGBT rights

Who are they? Where to find them?

- Stout faculty
- K-12 teachers
- Foundations
- Co-ops
- Supportive businesses
- Churches
- Assisted living facilities
- JONA
- The Labor Board
- Student clubs
- Party organizations
- Farm organizations
- Citizen Action Database

What can we provide that they want?

1. Support for change
2. Connecting to resources
3. A network
4. A vision
5. Power in numbers
6. Like-minded people
7. A permanent organization committed to local issues, not dependent on grants/foundations that can pull their money whenever they want.

Tactics to: Create awareness

1. Booths or presentations at local groups or events (county fair, churches, co-ops, assisted living facilities, other community gatherings)
2. Create and distribute literature including mission statement, accomplishments, our current/future campaigns, and the vision for Wisconsin. Also our structure, how we operate, how to join, why to join, proof of our non-profit status.
3. Flyers
4. Announcements in newsletters, like the MMFC
5. Media coverage
6. “Like” associated groups on Facebook and ask them to “like” us back and share our posts (Groups at Stout, MMFC, other)
7. Create an internship opportunity for a Stout student to develop our

Tactics to: Create awareness

8. Bumper stickers
9. Signage on organizer's car
10. Handouts at parades
11. Information booth at State Fair, Festival of the Pines, county fairs...
12. Enter a float in parades like the Winter Daze or 4th of July

Prioritize tactics that are:

13. Strategic
14. Improve capacity
15. Support leadership development

Tactics to: Recruit New Members

1. Create “club” memberships
2. Scholarships
3. A perk for current members who refer a high number of new members
4. Steering committee recruits 3 people from their friends and family
5. Steering committee members coach other members to ask 3 friends/family to join
6. Develop a database to track and follow up on pledges

Tactics to: Recruit New Members

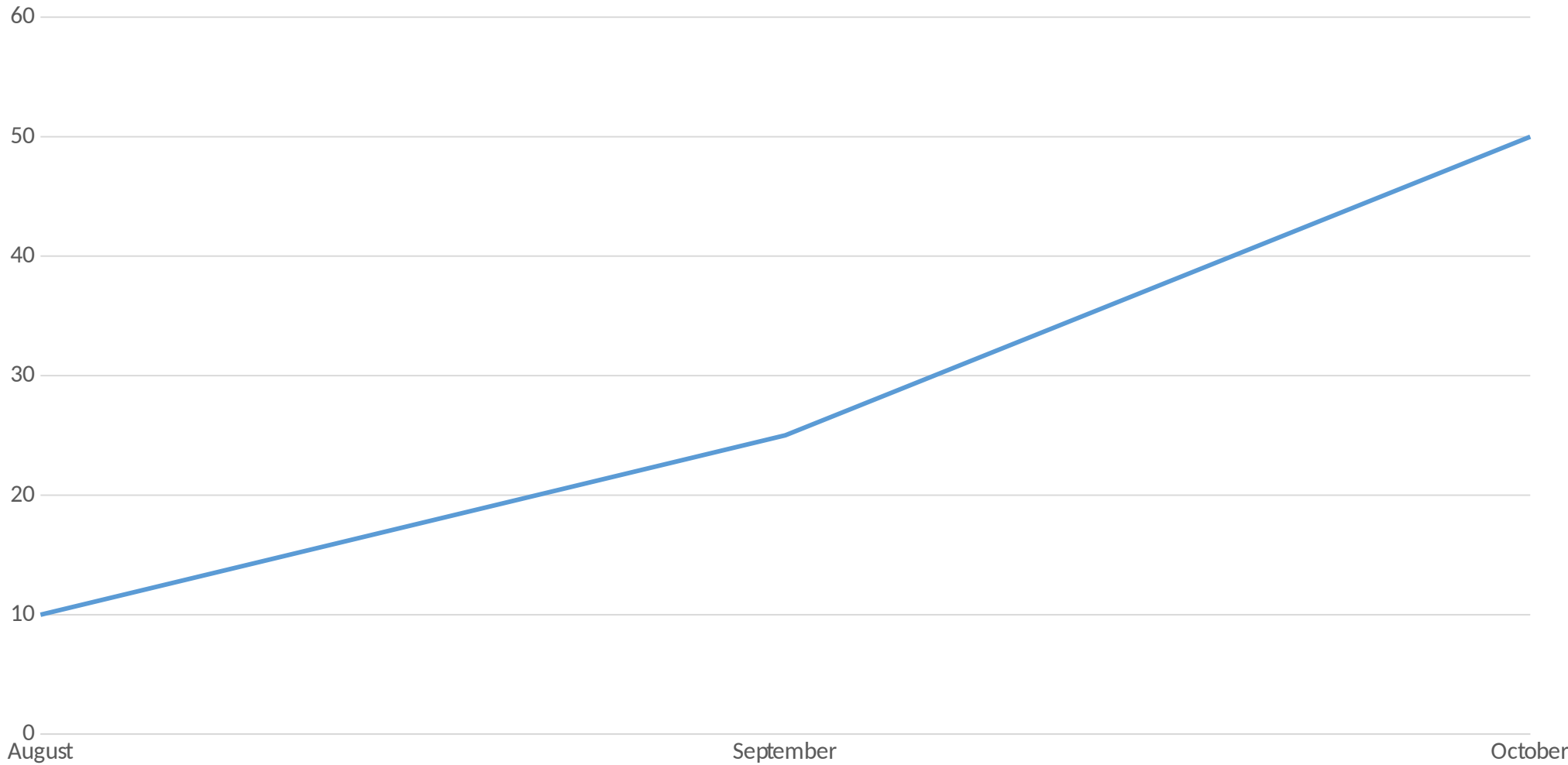
7. Create compelling campaigns that motivate people to join.
8. Nurture potential members. Don't start with the "ask." Use several conversations to find common ground on issues first.
 - Hold "Meet the Organizer" parties for nurtured contacts.
 - Hold open events; for example, photo ID training, show documentaries, etc. Have sign-in sheets and always track attenders.

Tactics to: Retain Existing Members

1. Create communication plan for members
2. Create surveys for members and establish a schedule (2x/year?)
3. Hold events for members only.

Timeline

Membership Drive



Membership Campaign Outline

- Choose foundation tactic
- Kick-off events
- Tactic 1
- Tactic 2
- Strategic goal
- Eval/next steps