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

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The Mail Piece

Postcard

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

Your detailed message here

Join the Fight Today!

Your detailed message here

Florida Action Committee
PO Box 470932
Lake Monroe, FL 32747-0932
info@FloridaActionCommittee.org
(904) 433 - 8FAC
(904) 433 - 8322
www.FloridaActionCommittee.org
Florida Action Committee (FAC)
PO Box 459012
Lakeland, FL 33809-9012
386-789-0683
info@FloridaActionCommittee.org

If you received this notice, you are required to register with the Florida Action Committee. Remember, your registration is a civic duty to support our democracy. To register, please contact your local county supervisor of elections.

The Florida Action Committee is a non-profit organization with the goal of educating the public about the importance of registering to vote. We are proud to be part of the community and working towards a more informed electorate.

We ask that you visit our website: www.FloridaActionCommittee.org for more information and resources.

Thank you for your participation.

Sincerely,
Florida Action Committee

Florida Action Committee Inc.
PO Box 459012
Lakeland, FL 33809-9012

IMPORTANT NOTICE ABOUT THE FLORIDA REGISTRY

DELIVER EXCLUSIVELY TO:

[Address Redacted]

[Address Redacted]

[Address Redacted]
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@floridaactioncommitte.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
## Snap Mailer

<table>
<thead>
<tr>
<th>QTY</th>
<th>Set up Fee</th>
<th>Printing Black 1/1</th>
<th>Postage with automation and non-Profit status</th>
<th>Postage with automation but without non-Profit status</th>
</tr>
</thead>
<tbody>
<tr>
<td>250</td>
<td>$35</td>
<td>$150.00</td>
<td>$42.75</td>
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<tr>
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<td>$260.00</td>
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<td>5000</td>
<td>$85</td>
<td>$950.00</td>
<td>$855.00</td>
<td>$1440.00</td>
</tr>
</tbody>
</table>

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

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.
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