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| **TO:** | Oregon Library Association Board of Directors |
| **FROM:** | Rebecca Stoltz, Membership Committee Chair |
| **DATE:** | November 30, 2020 |
| **SUBJECT:** | Membership Committee Update |

Before I dive into the work I would like to accomplish as chair of the membership committee, I thought I would share a little about myself. I am the executive director of Josephine Community Library Foundation. Prior to that, I worked in several different fundraising capacities for the libraries in Josephine County for eight years. I have a drive and passion for fundraising to support libraries and I am looking forward to supporting the amazing work of OLA through working on the membership committee.

**Purpose of the committee:** Membership committee endeavors to secure new members for the Association by contacting librarians and others interested in library service in Oregon. Special effort should be made to contact those new to the state and the profession to express OLA's interest in them and to explain what the Association can offer them.  Membership Committee also actively communicates with non-renewing members for possible renewal, response to exit survey, etc.

**Goals of the committee:** At a meeting with Shirley, a plan to increase membership was started and four goals were identified with activities to achieve the goals outlined below.

1. **Volunteer Recruitment:** OLA membership committee needs volunteers. OLA Bylaws indicate membership committee members consist of at least three members.

* Send requests and invites to join membership committee through member clicks.
* Send requests and personally contact OLA past presidents and invite them to join.

1. **Review Membership Benefits:** Member benefits are a way to increase memberships by providing incentives that bring value to membership throughout the year.

* Review membership benefits on webpage.
* Highlight and promote monetary incentives for attending conferences and workshops, registering for Oregon Battle of the Books, and more.
* Promote quarterly payment options.

1. **Increase Membership Renewals from Lapsed Members:** By explaining the importance of their membership to OLA and how funds raised through membership impact the work OLA does, lapsed members are more likely to renew membership when contacted and asked to renew.

* Contact lapsed members to promote quarterly payment options, availability of scholarships, and more.
* Explain the importance of membership to OLA and its impact on the work OLA does.
* Start contacting most recent lapsed members (September 2020).

1. **Increase New Members:** A goal of percentage or number of new members still needs to be established. Focus will be given to outreach efforts promoting the importance and value of membership.

* Outreach efforts to Libs.org, State Library, and public library director’s list.
* Send quarterly message through OLA Hotline
* Discuss possibility of including a join OLA message with workshops, programs, and other opportunities to promote membership.

**Are you interested in joining a committee?** The membership committee is recruiting volunteers to help promote the benefits and value of membership to OLA. You can support the mission and important work of OLA through your role on the membership committee. For more information, please contact committee chair, Rebecca Stoltz at [rstoltz@josephinelibrary.org](mailto:rstoltz@josephinelibrary.org).