

CCHS
Membership Campaign
2015

Note: Motion on the floor-Recommend that the CCHS (Arrowhead Management) spend not to exceed \$5000.00 to hire a temporary employee.

Said employee shall contact four (or more, not to be limited) sources.

*Reference USA-185000

*Reference USA Corporation 1900

*California Secretary of State-951

*Guidestar-2040

1. Goal: Recruit 125 new members.
2. In order to recruit 125 new members, we need to go after 600-750 new members.
3. Identify the 700 new prospects and get contact info of key staff and volunteers.
4. Send prospects membership information.
5. Have RVP's present CCHS to their Board.
6. Send the Historian.
7. Convert to membership.
8. Once completed, we have replaced the original \$5000 and the Board can determine whether to administer the campaign again.

See explanation below:

We need to get about 125 new members, which would give us about \$5000 in new revenue. After reaching this goal, we can use these new funds to recruit 125 additional members (spending another \$5000). This process could be repeated as many times as the Board sees fit.

In order to do this, we need to identify about 600-750 new members and or historical societies as well as secure their contact information (from above or other sources), send membership development emails, speak to their Board Members, send follow up packets (membership brochures, *Historian*, etc.). However, if we are able to do this in increments of 500-600, with a success rate of 15-20%, the campaign would break even and then we could start the process all over again, recruiting 125 additional new members.

The bottom line is:

- Board authorizes \$5,000.00
 - Identify
 - Research
 - RVP contact
 - CCHS Contact
 - Membership solicitation
 - \$5,000.00 is returned
- *Start over as needed

Two questions have come up:

1. What does the CCHS offer to a new member/HS?
2. Why be a CCHS Member?

Our new membership brochure spells out membership benefits. Any discounts and incentives need to be brought before the EC and then the Board.

Thank you for your consideration on this proposal.

John Lenau
President, CCHS