



LONDON ENVIRONMENTAL NETWORK

Membership Package

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EXECUTIVE SUMMARY

The London Environmental Network (LEN) would like to thank you for your interest in becoming a Member. We are confident that the benefits we offer will serve your group or organization well and allow it to better achieve its goals.

We have put together this Membership Package so you will have the information necessary to present the idea of Membership to your organization for discussion.

In the first section of this package, you will find our working mission, vision and goals statements. These may help clarify to your group what the role of the London Environmental Network is. You will also learn a bit about how it started.

In the second section, you will see a detailed discussion of our Membership Benefits. *We are proud to offer the following Membership Benefits:*

- ✓ Member networking events per year
- ✓ Six training workshops
- ✓ E-newsletter to Members
- ✓ Annual celebration event
- ✓ Annual Report to highlight our successes
- ✓ Profile page for organization on LEN website
- ✓ Events and activities listed on LEN website
- ✓ Monthly e-newsletter to London community
- ✓ Organization's logo and brochures featured in travelling LEN booth
- ✓ Media releases sharing LEN's milestones may also include Member organizations' successes
- ✓ Access to shared resources like workspaces and an information library

The success and sustainability of the London Environmental Network relies on the commitment and participation of our Members. *We ask that Members assist in administrative, marketing and outreach activities, by:*

- ✓ Attending at least one networking event per year
- ✓ Attending at least one workshop/training event per year
- ✓ Volunteering for shifts at the LEN community booth when interested
- ✓ Displaying/handing out the London Environmental Network's marketing materials at their organization's own outreach booth to promote awareness of, and strengthen, our whole sector
- ✓ Posting their own activities/events on LEN's online portal

- ✓ Posting relevant community events on LEN's online portal
- ✓ Using any borrowed materials and shared workspaces with respect
- ✓ Contributing to feedback surveys, the annual report and the AGM

In the fourth section, we describe the different types of membership. We find that some organizations want and need access to all the benefits we offer while others only wish to take advantage of a few. You may assess which level or type is best for your organization.

The fifth section will outline the role and responsibilities of Network Coordinator, so you are clear on what the LEN administration will do.

In Section Six, we go over questions you or your group members might have about Membership, what it means, and the role of the London Environmental Network.

The seventh section will outline the Terms of Reference for the London Environmental Network's Steering Committee. We are not currently taking applications for the Steering Committee, but in the future, your group will have a chance to be represented on the Steering Committee if it wishes. We will provide an application for the Steering Committee when the current term is complete.

The final section tells you how to apply to become a Member. There is a link to a Survey Monkey form, which can be completed and submitted online.

If you have any questions beyond what is outlined in this package, please do not hesitate to contact the Network Coordinator at the contact information provided on the cover of this package.

1.0 ABOUT THE LONDON ENVIRONMENTAL NETWORK

MISSION: (What we do)

The London Environmental Network connects local environmental groups and helps them operate more effectively, share resources and work better together. It also acts as a hub for Londoners to learn about environmental efforts in our city and how they can get involved.

VISION: (Why we do it)

We believe that by creating a strong, cohesive and empowered environmental non-profit community, we will engage more Londoners in growing a healthy, sustainable city.

GOALS: (How we do it)

- Facilitate collaboration between environmental organizations
- Provide training and shared resources to make groups stronger and more effective
- Empower member organizations to communicate their stories better and become more effective at making change
- Be a central source for Londoners to learn about environmental groups, events and activities
- Recruit volunteers and supporters for member organizations
- Share and celebrate our successes!

HISTORY:

Many London environmental groups have long seen a need for a more organized way of getting our message out to the public, so we can make significant progress in the environmental issues facing us.

In 2013, twenty-five groups gathered together to discuss the needs that a network might address. Thames Talbot Land Trust and ReForest London collaborated on a grant to Ontario Trillium Foundation (OTF) and were fortunate to receive funding to operate the network for three years. The energy and commitment of all our member groups will make us stronger and more effective as we grow together.

The London Environmental Network provides our member organizations with resources, training, networking and partnerships to be stronger and work more effectively together. It also connects groups to the London community, recruits volunteers, and promotes environmental events, initiatives and successes.

The London Environmental Network is currently located in Bruce Pavilion behind Parkwood Hospital, which also is home to Thames Talbot Land Trust and ReForest London.

LEN was officially incorporated as a nonprofit organization in March 2018. The three formative years that LEN spent being supported by Thames Talbot Land Trust and ReForest London allowed for LEN to grow and shape our programming in a stable environment.

2.0 MEMBERSHIP BENEFITS

Members of the London Environmental Network benefit from numerous networking & training opportunities, a presence on our LEN website, promotion through external communications and outreach efforts, access to shared resources, and a platform to easily share ideas and information with one another.

1. NETWORKING & TRAINING
<ul style="list-style-type: none"> ✓ MEMBER NETWORKING EVENTS
<ul style="list-style-type: none"> • These networking events are called “Green Drinks” and happen throughout the year • These will provide an opportunity for you to share ideas, information and best practices in person, in a more structured setting
<ul style="list-style-type: none"> ✓ SIX TRAINING WORKSHOPS
<ul style="list-style-type: none"> • Six training workshops will be held each year. These will be in the subject areas that groups feel are most important. <i>For example:</i> <ul style="list-style-type: none"> ○ Fundraising ○ Engaging City Hall ○ Increasing Engagement - volunteers and supporters ○ Media and community outreach • A small fee may apply to some events to help cover costs, if event sponsors cannot be found.
<ul style="list-style-type: none"> ✓ E-NEWSLETTER TO MEMBERS

- As a Member, you will have the option to receive an e-newsletter, which will alert you to:
 - Training opportunities, webinars or information sessions being held by other networks which may prove beneficial
 - Funding opportunities or trends you may want to consider
 - Tips for fundraising, marketing, communications, leadership, engagement, etc.
 - Community and Member events and activities going on

✓ **ANNUAL CELEBRATION EVENT**

- We will host a celebration event at an appropriate time during the year, which may be part of our Annual General Meeting and coincide with our Annual Report launch

✓ **ANNUAL REPORT WILL HIGHLIGHT OUR SUCCESSES**

- The London Environmental Network will create and share an annual report to track our progress and successes
- Member organizations will be asked to submit feedback and comments to surveys throughout the year to be used for the annual report, and may be asked to submit information at the time of the report's design

2. NETWORK WEBSITE

✓ **PROFILE PAGE FOR ORGANIZATION ON NETWORK ONLINE PORTAL**

- As a Member, you will have a page on the LEN website devoted to your organization, which will include:
 - Your organization's name & logo or related photo
 - Mission statement & organizational objectives
 - Issue / activity areas to help define your organization for potential volunteers or supporters
 - Types/titles of volunteer opportunities that are typically available
 - Main organization contact info, including phone, email, website and social media, Key contact person for volunteer/outreach

✓ **EVENTS AND ACTIVITIES LISTED ON LEN WEBSITE**

- Your organization will be able to post its activities and events, and also any community events you feel are relevant to environmentally-engaged groups and individuals
- Your group can stay on top of upcoming LEN events on this calendar
- The calendar will be visible to general public, and events will be included in Community-wide e-newsletter and promoted via social media when possible

3. EXTERNAL COMMUNICATIONS & OUTREACH TO COMMUNITY

✓ MONTHLY E-NEWSLETTER TO LONDON COMMUNITY

- Featured group profile story
 - Your organization will have the opportunity to be a Featured Group, which will be included in the e-newsletter and online portal
 - The Featured Group profile story will provide more information about your organization and can be used to promote key events or activities
 - Your group will be able to suggest a preferred time of year to be the Featured Group so you can align it with a major activity or event to promote
- Member events, activities, volunteer & job opportunities
 - The e-newsletter will promote your group's activities and events, and any relevant community events, to the general public

✓ ORGANIZATION'S LOGO AND BROCHURES FEATURED IN TRAVELLING NETWORK BOOTH

- The London Environmental Network will have a travelling display booth to promote Member organizations at community events. Individuals interested in volunteering or supporting environment issues will be directed to the organizations that match their interests
- The outreach volunteer at the booth will distribute brochures or information of the organizations that are relevant to the individual's interests. If the individual chooses to leave their contact information, it will be passed along to the relevant organization(s)

✓ MEDIA RELEASES SHARING NETWORK'S MILESTONES MAY ALSO INCLUDE MEMBER ORGANIZATIONS' SUCCESSES

- From time to time, we will issue media releases to highlight LEN milestones, which may include promotion of your organization's activities

4. ACCESS TO SHARED RESOURCES

✓ ACCESS TO SHARED RESOURCES LIKE WORKSPACES AND AN INFORMATION LIBRARY

- Thanks to funding from TD Friends of the Environment, we will have a resource library, housed at our office at Bruce Pavilion.
 - This library will be curated with input from Members and could include books, scientific journals, text books and copies of City planning maps and documents - all of which your organization will be free to borrow
- We will also have an online library of resources in topics like fundraising, marketing & communications, leadership, engagement, etc.
- Member groups may use our workstation at Bruce Pavilion between 9am-5pm on weekdays
- Member groups may use the meeting spaces at Bruce Pavilion on evenings and weekends (Members must book in advance and will be given key access)

3.0 MEMBERSHIP EXPECTATIONS

DETAILS:

The success and sustainability of the Network relies on the commitment and participation of our Members.

Currently, the Network administration consists of one full-time staff person who has limited time available to devote to administrative tasks. We ask that Members show their commitment to the Network, and assist in administrative, marketing and outreach activities, by:

✓ ATTENDING AT LEAST ONE NETWORKING EVENT PER YEAR

- We will have at least two networking events per year - these are a great opportunity for you to get to know other Members better, share ideas and information, and to keep updated on what's happening in the greater community.

✓ ATTENDING AT LEAST ONE WORKSHOP/TRAINING EVENT PER YEAR

- We will have at least four training sessions per year in areas that groups have indicated they would like help in. We will make every effort to design workshop content so it's highly relevant to Member groups.
- As such, we expect that you will make arrangements to ensure the appropriate people from your group attend the sessions that are beneficial.

✓ **VOLUNTEERING FOR SHIFTS AT THE NETWORK'S COMMUNITY BOOTH**

- Groups do not have the volunteer capacity and resources to attend every single community event. Therefore, the London Environmental Network will aim to be at as many community events as possible so our Members always have representation in the community and do not miss out on opportunities to get new volunteers or supporters.
- With this increased exposure comes the expectation that each Member try to staff the booth sometime during the year, since the LEN administration is also not able to attend all events.

✓ **MUTUAL PROMOTION**

- The London Environmental Network works to promote all Member organizations as part of our efforts to strengthen and unify the environmental sector. Members can contribute to this by promoting each other and the London Environmental Network at events they participate in within the London community.
- Member organizations are asked to display and hand out LEN marketing materials and to refer interested environmental groups and community members to LEN.

✓ **POSTING YOUR GROUP'S ACTIVITIES/EVENTS ON THE NETWORK'S ONLINE PORTAL**

- There are hundreds of environmental meetings, activities and events each year
- By having members post their own listings, we share the task and ensure that no events are missed or posted inaccurately since they are coming right from the source
- Simply email a staff at LEN with your event info to have it added to our online calendar and to the newsletter.

✓ **POSTING RELEVANT COMMUNITY EVENTS ON THE NETWORK'S ONLINE PORTAL**

- London is a dynamic community with many activities taking place throughout the year
- Members are invited to submit postings of events related to the environmental movement to the LEN website to ensure we are all kept as informed and up to date as possible about what is happening in our sector

✓ **WRITING YOUR ORGANIZATION'S "FEATURED GROUP" STORY FOR THE COMMUNITY E-NEWSLETTER.**

- As a Member, you will have the opportunity to be a Featured Group, which will be included in the e-newsletter and online portal. The Featured Group profile story will provide more information about your organization and can be used to promote key events or activities.
- You will be expected to submit your profile story in time for your turn in the Community e-newsletter
- We will provide an easy-to-use online template and individual login for each Member group

✓ **USING ANY BORROWED MATERIALS AND SHARED WORKSPACES WITH RESPECT**

- We will have a resource library for information and equipment. We will create a check-out system, and we ask that you return items before the deadline and in the same condition you took them out in. This way our resources will last for a while and everyone can benefit from them.
- The LEN office at Bruce Pavilion has a workstation that Members can use to make phone calls or do admin work. We also have meeting spaces available. Simply email a LEN staff to discuss these resources. We encourage you to book these spaces in advance so you are not disappointed, and to respect the other people working in the building.
- We also have a projector, speakers, extension cord, 2 tables and a tent for you to borrow when you need it.

✓ CONTRIBUTING TO FEEDBACK SURVEYS, ANNUAL REPORT AND AGM

- We will send out 2 surveys each year to get feedback on your experience as a Member. Your participation in these surveys will help the London Environmental Network to continually improve and better serve your needs.
- We will issue an annual report that summarizes our activities, and this may include feedback, photos and statistics from Member organizations. By contributing, you will help us have a rich, colourful, informative report and project a cohesive, professional and positive image for our sector.

FREQUENTLY ASKED QUESTIONS

What is meant by Membership?

Membership involves an annual commitment that your organization will abide by the terms and expectations outlined in this package. In return, your group will receive the benefits of membership.

What does Membership cost?

It's free! Subject to input and discussion, a fee may be introduced as we explore options for becoming sustainable.

Can I join the London Environmental Network at any time?

Yes! We recognize that it may take a while for groups to explore the idea of Membership and come to a conclusion about whether or not it is beneficial to them. Many groups will not have heard of the London Environmental Network at the beginning of the year and may wish to join when they do hear about it.

We encourage groups to join at the beginning of the year, to ensure their logos are included in the travelling display booth at events. If you join partway through the year, your logo may be missing from signage and marketing materials, but your brochures will still be distributed at community events.

Also, the benefit to joining early in the year is you will have more opportunities to attend workshops and training events.

We've seen what the London Environmental Network will do for Members. What activities will it NOT engage in?

- Currently we do not have charitable status so we cannot apply for grants on behalf of Member organizations. We encourage like-minded organizations to apply for grants collaboratively where possible.
- In terms of volunteer recruitment, the level of support that can be made available by the London Environmental Network at this time will be strategic and focused as many priorities need to be addressed and implemented. We know that volunteer recruitment is important to individual groups.
- We cannot do marketing or public relations on behalf of groups, but we will provide training, guidance and information to enable groups to do their own marketing & communications effectively.
- We will also promote Member organizations' events, activities and missions to the public through our e-newsletter, website and community outreach booth. From time to time, we will issue media releases to highlight Network milestones, which may include promotion of Member organizations' activities.
- The LEN administration consists of one full-time staff person with some time available to devote to administration, marketing and volunteer recruitment.

We ask that Members show their commitment to the Network and share in administrative, marketing and outreach activities by doing the following activities:

- Sending us their own activities/events
- Posting relevant community events online
- Writing and submitting their organization's "Featured Group" story when it is their turn
- Contributing their organization's information for the Network annual report
- Volunteering for some shifts at the traveling LEN Outreach Booth

Can our group withdraw from Membership?

Membership is renewed on an annual basis. When you sign your group up to be a Member, the London Environmental Network commits to provide you with Membership benefits for the calendar year, and in return you commit to the terms and conditions for the calendar year. If, at the end of the year, you do not feel that Membership was beneficial to your group, you can simply choose not to renew the following year.

How are decisions in the London Environmental Network made?

All strategic planning decisions are made by consensus of the Board of Directors, with input from Members.

These decisions include: governance, funding, human resources, organizational focus, and which training, events and resources to offer.

In March 2018, LEN incorporated which will mean that Members will start to receive notices of general and regular meetings and will be able to vote on certain items.

How is the London Environmental Network funded?

For the first three years (2015-2017), the London Environmental Network was fully funded by Ontario Trillium Foundation.

The City of London (Environmental Programs) provided funding for the initial facilitated sessions done, and the work on branding & communications (logo design, website design, travelling display booth printing, etc.).

LEN also received funding from TD Friends of the Environment to build a resource library, and we received funding from Sustainability Network to lead a collaborative project in the greater community.

LEN has received a 3 year (2017-2019) Community Grant from the City of London. While the grant is significant and provides a solid foundation to move forward LEN will continue seek other sources of funding to support its operations.