



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 Membership to the organization. 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 or review.

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:*

- ✓ Four to six Member networking events per year (Green Drinks)
- ✓ Four training workshops
- ✓ Monthly 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 information 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

In Section Three, you will find a detailed discussion of the expectations of Membership. 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 at the LEN community booth when available
- ✓ 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 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

If you have any questions beyond what is outlined in this package, please do not hesitate to contact hello@londonenvironment.net with any questions.

1.0 ABOUT LONDON ENVIRONMENTAL NETWORK

MISSION: (What we do)

The London Environmental Network (LEN) connects, educates and supports local organizations in building their capacity and a more sustainable future. We work to build strong, resilient organizations so they can be more effective at creating positive environmental change over the long term.

The London Environmental Network also acts as a doorway into the environmental non-profit sector so Londoners can more easily learn about environmental efforts in our city and how to get involved. We support businesses through Green Economy London to help them set and achieve sustainability goals.

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 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 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.

LEN officially launched to the public on March 27, 2015.

The London Environmental Network was created to help protect our environment and build a sustainable community by supporting local environmental organizations improve their internal capacity and ability to deliver on their missions.

The London Environmental Network provides our member organizations with shared resources, and training, outreach and collaboration opportunities so they can become stronger and work more effectively together. It also connects groups to the London community, recruits volunteers, and promotes environmental events, initiatives and successes.

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
✓ FOUR TO SIX MEMBER NETWORKING EVENTS PER YEAR (GREEN DRINKS)
<ul style="list-style-type: none"> ● Networking events will be held each year for Members and the community ● These will provide an opportunity for you to share ideas, information and best practices in person, in a more structured setting
✓ WORKSHOPS
<ul style="list-style-type: none"> ● ~Four 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.
✓ MONTHLY E-NEWSLETTER TO MEMBERS
<ul style="list-style-type: none"> ● As a Member, you will have the option to receive an e-newsletter every month, which will alert you to: <ul style="list-style-type: none"> ○ 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 the 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

- 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 INFORMATION 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 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
<ul style="list-style-type: none"> • 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
<ul style="list-style-type: none"> • 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 AT THE NETWORK'S COMMUNITY BOOTH
<ul style="list-style-type: none"> • 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 will volunteer for at least three shifts per year (6 hours total) to staff the booth, since the LEN administration is also not able to attend all events. • Each e-newsletter, there will be a list of upcoming events and a call for volunteers for each.

✓ 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 event listings, we ensure that no events are missed or posted inaccurately since they are coming right from the source

✓ 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

✓ 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.

✓ CONTRIBUTING TO FEEDBACK SURVEYS, ANNUAL REPORT AND AGM

- We will send out 1 survey each year as a part of the annual renewal process 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.

4.0 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.

Can I join the London Environmental Network as an individual?

At this time, individuals cannot become LEN members.

Individuals who are simply interested in staying informed about LEN's activities and its member organizations are encouraged to subscribe to our Community e-newsletter mailing list, follow us on Twitter, or Like us on Facebook.

The London Environmental Network was created first and foremost to enhance the capacity of groups in the environmental sector and our activities are focused on this goal.

What does Membership cost?

It's free!

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.

Will the London Environmental Network engage in advocacy, eg. speaking out on legislative issues?

We recognize that advocacy is something we need to discuss further and articulate as a group. From time to time LEN may engage in some advocacy on behalf of the sector.

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. Further discussion on this matter will be part of the future Board of Directors.
- 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.

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

- Posting their own activities/events on the online portal
- Posting relevant community events on the online portal
- Contributing their organization's information for the Network annual report

We will provide an easy-to-use online template and individual login for Members to use to submit posts and profile stories.

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 do you get to be on the Board of Directors?

For groups interested in having representation on the Network's Board of Directors, we will make applications available annually in the winter.

5.0 HOW TO BECOME A MEMBER?

If your organization is ready to become a Member of the London Environmental Network, you can do so in three easy steps:

1. Read through the online application form

*Please gather all the info you need first. We do ask you some demographic questions about your organization's budget, number of active volunteers, etc.

The form can be found at:

<https://www.surveymonkey.com/r/LENmemberApplication>

2. Fill in the application form and submit

3. Board will determine eligibility

- Someone from the London Environmental Network will be in touch within 1-2 months to let you know if your organization fits our membership policy