

SHASTA HISTORICAL SOCIETY
Membership Policy

POLICY NUMBER: D.02

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CERTIFICATION

We hereby certify that we are the duly elected and acting President and Development Committee Chair of the Shasta Historical Society, a 501(c)3 Corporation, and that the proceeding Membership Policy is duly adopted by the Board of Directors by a two-thirds majority as of September 10, 2015.

IN WITNESS WHEREOF, we have signed our name on September 10, 2015.

Gary A. Lewis
President of the Board

Mike Dahl
Development Committee Chair

RETENTION

This policy will be in effect indefinitely, unless changed by a two-thirds majority vote of the Board of Directors. In accordance with AASLH STePs Standards and good practices, all policies will be reviewed by the responsible Committee yearly and by the Board of Directors at least once every three years.

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The Development Committee shall conduct each September a Membership Drive for the purpose of retention of current members and recruitment of new members to the Shasta Historical Society.

Procedures to meet the objectives of this policy shall include the following:

- The Committee shall set a membership growth objective during the budget planning process, to begin no later than the Committee's February meeting each year. The objective shall provide a breakdown by retention and recruitment numbers, with an overall growth objective of 50 members annually, based on an estimated combined loss of current members and recruitment of new members.
- The Committee shall request appointment of an ad hoc Membership Renewal Sub-Committee on an as-needed basis, and in accordance with Society Bylaws, Article VII, Section 3.
- The Committee shall review and make recommendation to the Board of Directors for membership rates and benefits (i.e., free *Stagecoach* and *Covered Wagon* publications) for the upcoming budget year.
- The annual Membership Drive will commence September 1 of each year, through means of an article to be included in the September *Stagecoach* publication, establishment of targets for email and online renewal, and through the use of Facebook, Society website and twitter.
- Renewal updates shall be tracked weekly and provided to the Board of Directors at the BOD monthly meeting.
- Follow-up email or post card will be sent on September 21st to members not responding to the initial contact.
- Phone contact will be made by October 15th. Board of Directors members will be given first preference to place calls, with subcommittee members and staff to follow up with remaining calls to be made.
- Marketing Plan will be conducted in order to effectively pursue new members.