

Questions: Membership & Fundraising

Sample discussion points to consider in small groups. You may discuss these or any topics you find relevant!

1. Are there organization types that we should target for new member and/or sponsor recruitment? Are there states or regions where we should focus to extend NEUAC's services to new members? What methods might help us reach them?
2. In 2022, the Membership & Fundraising Committee discussed raising the membership dues level in 2024. At minimum, this would be to increase the corporate/utility dues from \$1,500 to \$2,000. What dues changes should we implement? On what timeline should we communicate the changes to members?
3. A diversity of funding sources ensures that NEUAC is not too dependent on one funder/industry. However, NEUAC does have some big supporters that would leave a void if their funding priorities were to suddenly change. What can we be doing to anticipate and prepare for such changes?
4. What can we do to best engage new members and ensure greater retention rates after the first year? (e.g., welcome email series, orientation webinar, welcome email from a board member)