

Greenspace Alliance of Canada's Capital (GA) Membership Chair Review:

The GA 2015 membership roster is:	39
2015 Paid Up Memberships:	28
2015 Membership Renewals outstanding:	11
2015 Group/Organizational Memberships:	07

Expanded Membership Drive:

I believe the total number of GA memberships could be increased substantially through a coordinated membership/public education/outreach/fund raising/communication campaign/program.

With the assistance of a small group of volunteers i.e. 10 the reach of the GA could be improved immensely. The workload would be spread out and shared reducing the possibility of burnout. This coordinated effort would bring together individuals with special interest/expertise in important and related skills to develop comprehensive public promotional program highlighting the GA – activities, priorities, initiatives, etc.

I would like to see the GA canvass for volunteers to assume a coordinating role of one of the areas identified above; membership, public education, outreach, fund raising, communications.

There are many opportunities to network and promote the activities and programs of the GA through attendance at environmental/natural heritage workshops, seminars, shows and municipal/provincial/federal government public meetings. Also, there are a variety of network organizations and community/environmental groups that the public are allowed to sit in on their meetings. Seeing that we are an alliance the extra outreach effort could be quite valuable in informing other likeminded organizations and individuals of the GA and its mandate to promote the protection, preservation and enhancement of Canada's Capital greenspaces.

Increasing the number of Group Memberships is one of the GA's priorities. I would like to ask the GA Board to consider a proactive group membership campaign for 2016 that would offer two additional individual memberships within their group) with a paid up group membership. This offer would also apply to existing group memberships. This membership offering would extend for the one year in 2016 only. For example, if we were able to attract 20 group memberships and they in turn provided two individual membership names that would increase our membership numbers by 60. I don't believe this is an unrealistic expectation.

I feel confident that if we were able to set up an information table/display at public gatherings as mentioned above and Farmers' Markets, public events we certainly should be able to reach the magic number of 100 that was mentioned as the minimum number to consider PayPal payment options.

In addition, I would like to see the GA actively promote reciprocal memberships with other groups and organizations. This can be done by outright no cost membership exchanges, through mutual campaign initiatives, or by simply paying a group membership in the other organization.

In conclusion, I feel quite optimistic about the possibility of increasing membership numbers and feel with a few more volunteers, modest time commitments and coordinated effort our membership roster could improve substantially.

Submitted by Bruce Lindsay, Membership Chair