

FEATHER RIVER RAIL SOCIETY

DATE: July 2019
ITEM: New Business Item 1
FROM: Eugene Vicknair

MEMBERSHIP AND VOLUNTEER OUTREACH

While we have been getting new members recently, there is a strong desire to increase both membership and volunteer engagement. Several ideas have been shared with me recently. While some have been vetoed or had negative opinions expressed in conversation, I am listing them here for completeness of discussion:

MEMBERSHIP PROMOTION

- Ensure there is a booth with at least 1 volunteer promoting memberships at events like the WP Celebration, Santa Train and Pumpkin Trains.
- Offer free or discount 1st year of membership with an RAL.
- Offer discount 1st year of membership to all members of large groups (20+) who visit the museum (such as the upcoming Lionel Group).
- Send a boxholder mailing to the Portola – Blairsden – Graeagle – Loyaltown area with membership pleas and information on the Museum and Society.
- Engage in more discussions with community groups such as Elks, Lions, Rotary, etc. and encourage their members to also join the FRRS.
- Start having a booth at model railroad / railfan events and promoting memberships.

VOLUNTEER ENGAGEMENT

- Hold more coordinated volunteer work sessions and join them with a social event such as a dinner or breakfast.
- Do more direct mail / phone outreach to volunteers.
- Formalize and support a volunteer coordinator position. Janet Steeper has offered to lead this, but needs assistance.
- Actively seek persons in the local community and cultivate them for volunteers.
- Engage more Scouting and community groups for assistance with events or large projects.

REQUEST: Discuss the above and additional ideas and select 3-4 in each area to pursue actively. Appoint a committee of 2 additional persons to work with the Membership Chair and the Volunteer Coordinator to implement the ideas and pursue higher membership and volunteer engagement.