

FEATHER RIVER RAIL SOCIETY – AGENDA REPORTS

DATE: September 24, 2012

FROM: Eugene Vicknair, Membership Chair

ITEM: New Business 1

SUBJECT: **Member and Volunteer Outreach**

At the September Meeting, there was much discussion about encouraging new members and new volunteers. Some items that were discussed were felt to be very useful / positive items worth further discussion.

- Calls from supervisors and superintendents to volunteers
- Volunteer info day
- Membership / Volunteer table at events with info on volunteer facilities, departments and available jobs, along with sign-up sheet
- Info sheet on how to travel to and volunteer at museum
- Explore survey to members about volunteering
- Discount membership drive
- Volunteer info in Train Sheet
- Reimbursement options for volunteer travel

I would like to propose the following be implemented to encourage membership and volunteer outreach:

- Create and staff a position of Volunteer Coordinator.
- At any off-site event, offer ½ price Active and Family memberships for new or long-term (2+ years) returning members. Also, offer ½ price Active and Family memberships on all renewals if the renewing member signs up a friend at the same level. The friend would also get ½ price, so the renewal would be 2 memberships for 1 price. ½ price would be good for first year of membership only.
- At all off-site events, we will designate a section of our table or have a separate table with a dedicated volunteer just to handle membership and volunteer issues. This will include flyers on volunteer opportunities created by the Department Heads with information on their departments and volunteer opportunities.
- Hold a Volunteer Day on April 27, 2013 (same day museum opens to public). On that day, Department Heads will be available with information on what their departments do, upcoming projects and qualifications needed. They will be encouraging new volunteers to join their departments. At the end of the day will be a dinner.
- Provide better information on how to travel to and stay at the museum. Look at offering fuel reimbursement to anyone who brings 2 or more additional people with them to volunteer. Publish this information in the Train Sheet.

- Ensure that there are regular department reports in the Train Sheet that include encouragement to volunteer, travel information and other items to facilitate volunteerism.
- Promote the iVolunteer database to give it greater visibility to our volunteers and encourage its use by departments.

These are projects that need to be embraced and taken on by the Directors, Officers and Department Heads. One person CANNOT make all this happen. I will continue to explore the idea of a survey, travel reimbursement options, phone trees and other ways to expand our rosters of people.

REQUESTED ACTION:

Accept the report and recommendations as given and implement this plan with the department heads and other relevant personnel. I would recommend we hold a meeting with the officers, superintendents and department heads to discuss how to implement these actions and gather feedback on changes and improvements to these concepts. Also this meeting should discuss, fully, if and why there are less volunteers for each department.