

	<b>These notes were compiled from Discussion group sessions at the 2017 FOCA Fall Seminar for Lake Associations</b>
# mentions ↓	<b>&gt; What TOOLS GAPS or SKILLS GAPS are preventing your Association from finding/engaging new members or younger volunteers?</b>
<b>TECHNOLOGY GAPS:</b>	
10	no social media person/skills among our association volunteers; more use of social media NEEDED; online tools; solving tech is a problem (for website); senior members need to embrace technology; need more computer / tech knowledge; effective social media; need technology skills in current membership AND need younger members with tech/social media skills; more social media efforts
1	develop kids' webpages by age groups (6-10 years; 12-14 yrs) with fun activities, educational ideas, event listings for kids
1	need to link social media accounts [of other members] to easily share relevant info and news happening in other areas
1	transportation issues for younger family members (e.g., one family car)
<b>PERSONNEL GAPS:</b>	
4	finding that "first" young person who can become the influencer!; need to FIND the younger volunteers & members; enticing young people to attend; need younger members, volunteers, Board - all older folks, especially at AGM, but young people don't have the time
3	need guest speakers; have guest speakers at the AGM that appeal to younger people; find younger presenters (through FOCA?)
2	need to seek out specialized cottagers (e.g., engineers, emergency services); expert environmental knowledge (for species ID...); expertise in environmental/lake capacity
1	age 20s-30s have children and other lifestyle commitments
1	need current members to recruit attendees for AGM
1	need Road Captains to disseminate information
<b>MESSAGING GAPS:</b>	
5	getting the message out to the right people; big gap = communication - get more people to pay attention; find the "hook" -what are the youth doing at the lake? understanding the needs/wants of the audience
4	how to communicate/connect with young people; open dialogue with Millennials - "give them rope," ask questions ("tell us why..."), offer a middle ground (if you say "no" and we say "yes"); what are the best tools to communicate directly to younger people?; what topics are most likely to interest youth (e.g., for speakers)?
1	motivating the young generation for advocacy: show the success of an initiative (e.g., petition for 25 HP on the lake)
1	tried dock drop package - was not effective

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STRUCTURAL/ASSOCIATION GAPS:	
3	perceptions about the association: viewed as a bunch of "tree huggers" - how to dispell this?; must position ratepayers as strong organizations - linked to government; Cottage Associations shouldn't be seen as 'policing' - keep it cordial
1	offer different time commitments (half day a week; once a year at the regatta...)
1	change membership criteria: from "If you are an OWNER you can buy a membership" to "if you USE / LOVE the lake, you can buy an Associate Membership" to support the Association
1	provide CLEAR information about what the association does, and what volunteers can do
1	find the issues that members are passionate about, and promote those as a focus of the association
OTHER TOOLS / INFORMATION WE WISH WE HAD:	
6	Welcome Kits for renters & new property buyers; develop a Welcome Package to give to renters; education needed for those who are visiting the country from the city and don't know about septic, fires, fireworks issues; need to know more about rental restrictions; need to connect with renters & time-share rentals as the costs of cottages for sale become unattainable; find time to connect with newcomers - pairing kids
2	create a list of activity ideas for kids (e.g., develop a seedling program for kids to plant trees); "could FOCA provide resources for kids' activities, event/workshop tips for various age groups (e.g., who to contact, links; "here's the kit" at a reasonable cost)" [Editor's note: search "Pathway to Stewardship" at <a href="https://foca.on.ca">https://foca.on.ca</a> ]
1	develop a closed group where FOCA members can share info or programs with others all year long, to share issues and get advice or share activities with each other. A "communication forum."
3	lack of contact details for members and others at the lake; Township provide contact info for all property owners (but Prviacy Act?); tax rolls for contact info - refreshed only once a year
1	having a larger membership would provide more influence on local council
1	need more signs to educate people
1	"insurance is too expensive for small associations so we can't hold events"
1	sample resident surveys
1	connecting with local stores/restaurants to sponsor events or provide free food
1	ongoing news bank/reporting of sharing association best practices, successful tools, what works
1	stronger Internet services
1	small lake or lack of issue means no real "need" for being an association
1	need to offer alternate ways to accept membership fee payments
1	want free trees and other naturalizing help