

	<b>These notes were compiled from Discussion group sessions at the 2017 FOCA Fall Seminar for Lake Associations</b>
# mentions ↓	> <b>Best ways to find/engage NEW MEMBERS:</b>
VARIOUS ASSOCIATION EVENTS or PROGRAMS:	
20	events that include all ages: regatta, races, displays, kids games, fishing derby (prizes by age), Fire Safety Social, reptile displays, book sales, programs for teens, craft tables, local musicians, fish pond, film festival, boat decoration, ice fishing, fireworks; remember to include out-of-season events (Family Day in February, Boxing Day road parade!)
14	social events with food & refreshments! Some examples: potluck AGM, corn roast, BBQ & fire, summer picnic; "feed people at the AGM > BBQ = increased attendance"
4	adult events: golf tournaments, square dances, eclipse moon party, Septic Social, AGM with drinks
3	speakers and invited guests: local politicians, professional topics (septics, cottage succession, fisheries and environmental sciences), OPP and Fire guests
1	co-host regional events with other lake associations
1	community fundraisers
1	turn annual meeting into meeting/BBQ (though not everyone stays for the meeting!)
1	Love Your Lake Program; Lakesmart Program of enviro. dock visits (see: <a href="http://www.lowdpoa.com/">www.lowdpoa.com/</a> )
1	co-host events with other associations
1	shoreline restoration initiatives: free trees
1	arrange program for septic inspections with local providers
1	trivia challenge/contests
1	arrange artisan tours around the lake
1	local boat launch - lifejackets
1	set up road/dock lending libraries
TOOLS / MESSAGE DELIVERY:	
9	door-to-door or dock-to-dock; "face-to-face works better than cold drops of info (especially with new cottagers);" "best time to collect \$ is the May long weekend;" "electronic communications are not as effective for relationship building"
6	have an association website (possibly even a dedicated kids' webpage, such as <a href="http://www.lowdkids.ca">www.lowdkids.ca</a> )
5	social media (especially Facebook)
4	create a Welcome Package - for new owners, renters - with association information
4	Association newsletter - to determine: for everyone at the lake, or just members?
3	send regular email messages ("to members AND their family")
3	create a calendar (from photo contest winners!); including paid ads from local businesses
1	send out renewal as an actual Invoice
1	mail was most effective
1	advertise (e.g., emails, signs posted on bulletin board)
1	association booth at farmers' markets
1	small, concise postings in the local general store/hardware stores, about meeting notices
1	posting board at the dump
1	having a lake maintenance board (e.g., for algae, weeds)
1	create a Membership Directory / guide to the lake
1	consult tax rolls, voter lists for contacts

(continued)	> Best ways to find/engage NEW MEMBERS:
CLARIFY THE VALUE OF ASSOCIATION MEMBERSHIP:	
9	identify the "burning issue" that is a common theme/interest to engage people & galvanize interest in the Association (e.g., major development pending, water quality, invasives)
5	explain Membership benefits/discounts that have been negotiated with local businesses or service providers, or as a result of the Association's membership in FOCA. Some examples of local association benefits: discount with arborist, fireworks, picnic, lake directory
4	organize and advertise group services arranged by the Association (boat markers, septic pump-outs, road maintenance, off-season site inspections)
3	have membership signs (or stickers) that include date labels - creates peer awareness, and if the cottage's sign is out-of-date or missing, you know to leave information about the association's activities!
2	offer early sign-up discount, or multi-year discounts
2	enable dues payment by e-money transfer or online portal
2	host talks with professional speakers (septics, cottage succession)
1	post and/or circulate a Calendar of Events
1	create a book about the lake (history, first-hand accounts)
1	conduct a survey to determine what issues are "hot"
1	clearly communicate the benefits of being a member (e.g., educational opportunities, representation at larger organizations like FOCA)
1	I deeded access to a beach lot - members get access (\$150/year, includes taxes, insurance, grass maintenance)
1	have association branded clothing
1	hold a members-only potluck
1	Note: some people are happy just to go to their cottage and not do things, but will still become members [Editor's note: they choose to "volunteer" with their wallets]
ENLIST HELP:	
5	connect with real estate agents - they can give info packages (provided by the Associations) to new cottagers; give the Real Estate agent free Association membership (so they get all the Association info!)
3	Welcome Committee / Welcome Wagon for lake newcomers
2	approaching local council members / politicians - invite to meetings, ask for write-up for newsletter
2	generational influence is strong in membership - carrying on family traditions at the lake
2	Road Captains - they pass out welcome packages and information for meetings
1	leadership is key
1	having a core group of volunteers - "our President goes door-to-door and 'nicely' hounds people;" "Annual Membership drive is hand-delivered by area Lake Stewards"
1	bring new owners as guests to the AGM
1	easier on a small lake - community & sense of ownership
1	educate them! Works especially well with those who are educated / have background in environmental sciences
1	teenagers - stewardship through local land trust - encourage their parents to join
1	target the kids, to draw in the parents!