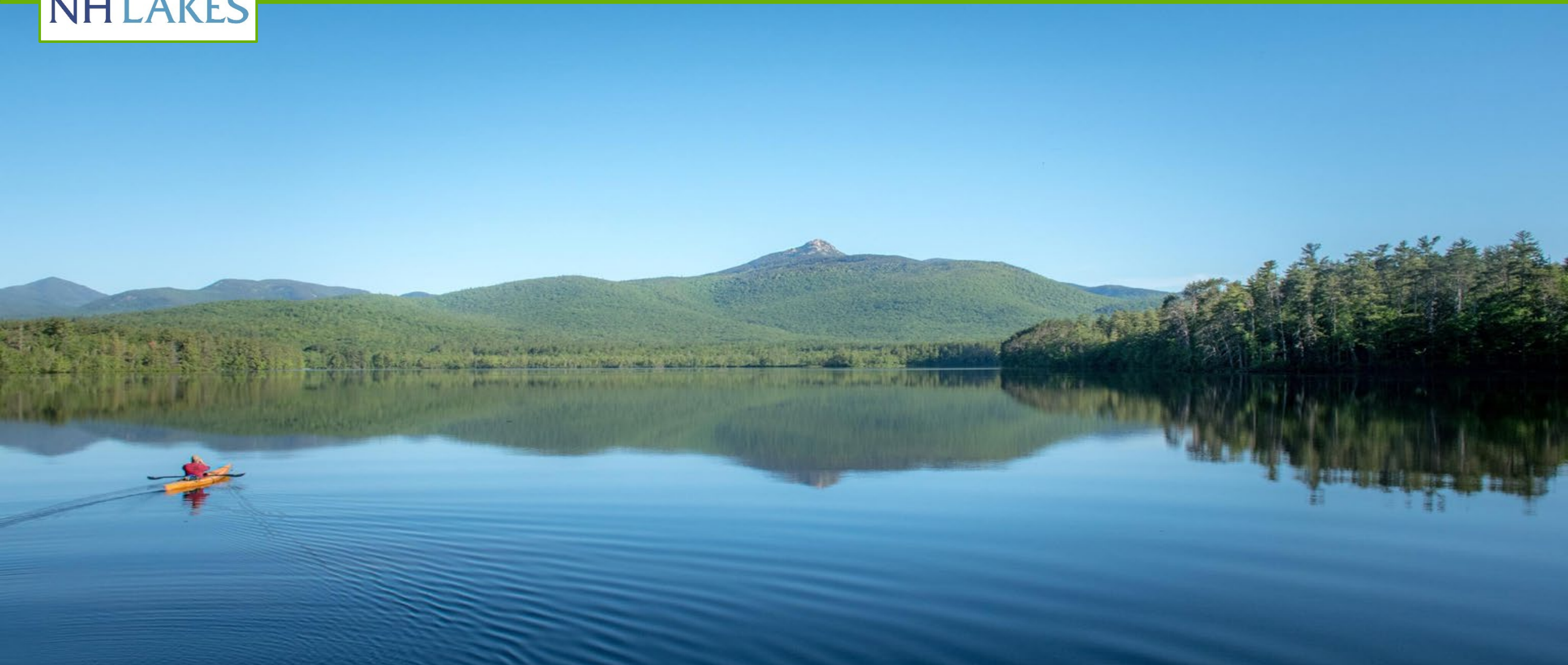




Creating a Diverse, Inclusive, and Engaged Lake Association Membership

2024 Lakes Congress
June 6, 2024
Erin Graichen, CFRE, Fund Development Manager, , NH LAKES



Why are you here?



What is a community?



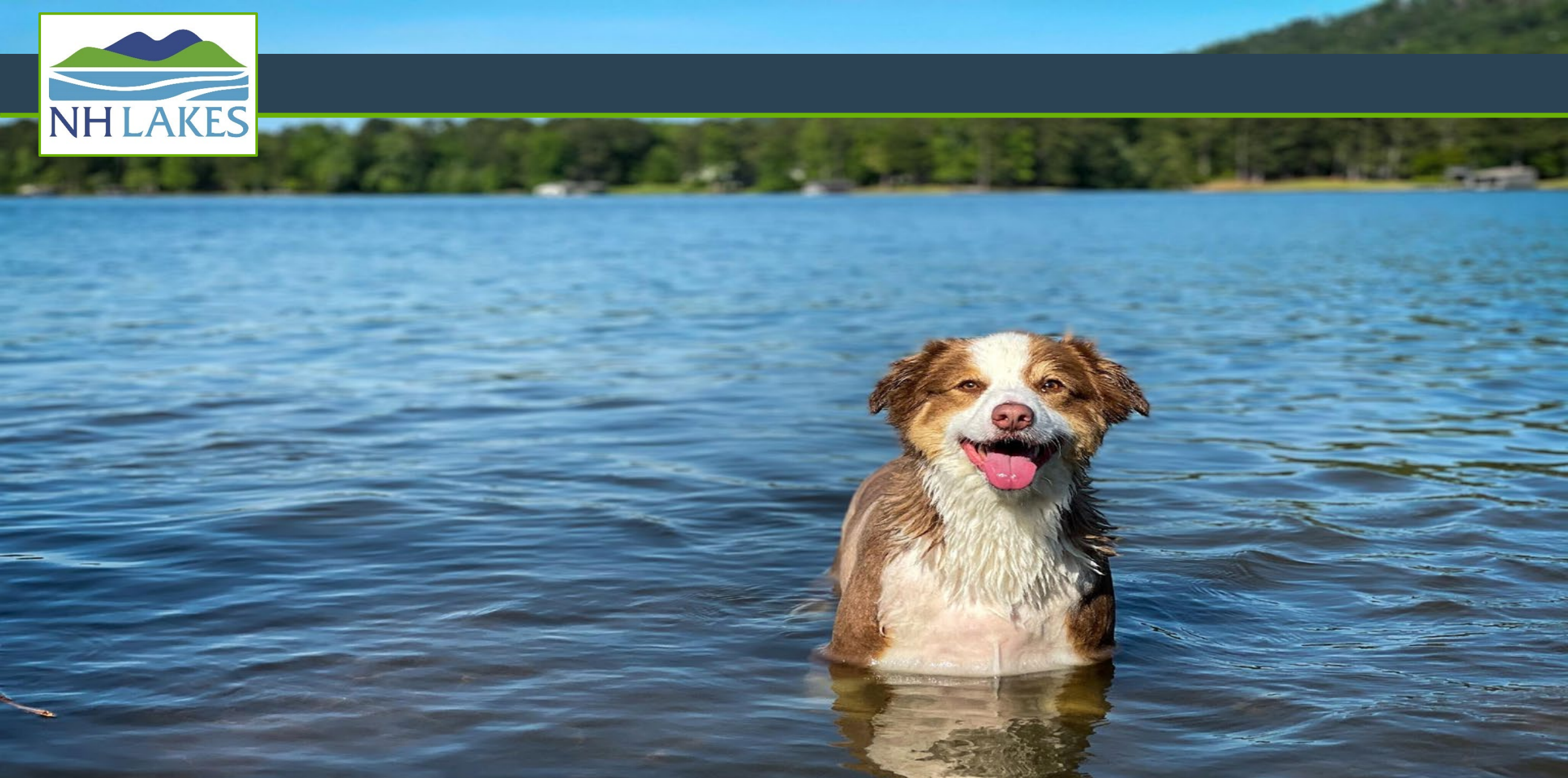
Who makes up your community?



How to make it diverse?



How to make it inclusive?



How to make it inclusive?



How to make our membership larger?



Lake Sale

\$71.00

Enterprise



Source: Dan Pallotta, The Way We Think About Charity is Dead Wrong



How are you building relationships?

- Personalized communications
- Member spotlights
- Engaging Events
- Volunteer Opportunities
- Celebrating Milestones



How are you building relationships?

- Listening
- Asking Questions
- Make it about helping THEM.
- Provide value.





Communication Must-Haves

- Website
- Social media
- Email
- Phone number
- Newsletter



Let's do a communication check-up.

- How can your members reach you?
- How quickly do they get a response?
- How personal is the communication?
- Is it connecting to the person who knows them best?



Every communication has to be about your members.



Consider the donor cycle.



Credit: Tom Ahern



Consider the donor cycle.



Credit: Tom Ahern



NEWFOUND LAKE REGION ASSOCIATION
10 North Main St., Unit 1 ~ Bristol, NH 03222
www.newfoundlake.org

May 6, 2019

Dear Erin,

Thank you very much for your 2019 Membership donation of \$35.00! Your gift supports our work to protect Newfound's clean water and healthy forests, including:

- Lake Hosts who inspect boats and educate boaters to prevent invasive species
- Newfound Eco-Tours that educate people about protecting Newfound
- Lake and stream monitors who watch our water
- Land conservation and stewardship for permanent protection
- Grey Rocks trails, educational signage, and abundant Nature
- Hands-on programs that instill stewardship and build community.

Your donation helps make all this, and more, possible!

Visit www.newfoundlake.org and follow us at www.facebook.com/Newfoundlake to keep up on our programs and events. Please contact us with your ideas, suggestions or concerns.

We appreciate your thoughtfulness and support.

Sincerely,

Executive Director

*Flex Erin - Thanks
for being an NLRA
member!! Very
happy to have your
attention and support!*

Retain this document for your tax records. The NLRA has not provided you with any goods or services in return for this contribution, which is tax deductible to the extent allowed by law.

Email: info@newfoundlake.org ~ Phone 603-744-8689



LAKESIDE

Spring 2024



**Your Support Powers Our Advocacy:
Many Voices Make Healthy Lakes!**



Show them you CARE

- Connect
- Appreciate
- Reply
- Encourage

Source: John Haydon, Donor Care



7 Factors That Cause Members to Stick Around

- Effectiveness
- Expectations
- Thanks
- Feedback
- Part of the cause
- Appreciated
- Reporting

Source: John Haydon, Donor Care



What are you willing to learn?.

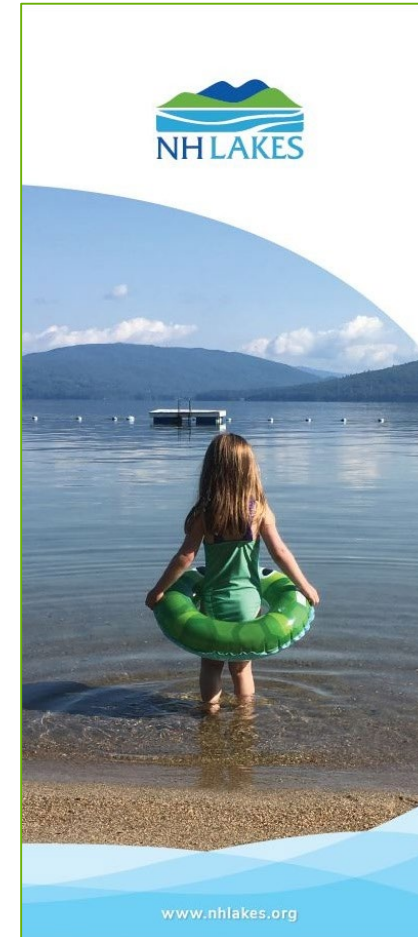


What are your questions?





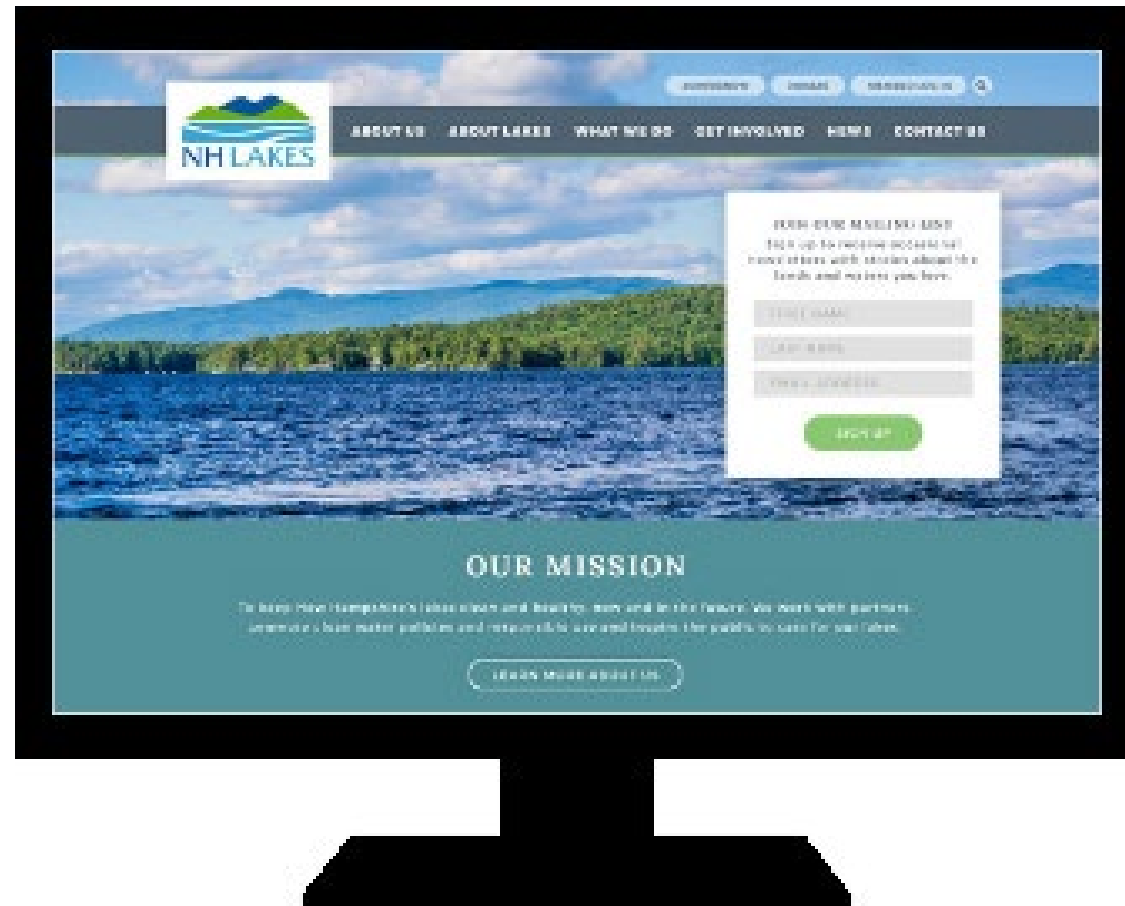
Become a supporter – it's easy!



You can do your part to restore and preserve lake health in New Hampshire!



Find out more!



nhlakes.org



Please join us!
Jump into NH LAKES & New Hampshire's lakes!