

Consideration of a revised role for the North Suburban Gavel Association

Herein is a modified and expanded revision to the document first presented to the North Suburban Gavel Association in April of this year. It began as an attempt to address the diminishing number of active members within our group. The original intent was to assemble a concise set of reasons for membership in our Association, one which we could use as a tool to capture greater participation in our group. During this attempt it became apparent that we needed to understand Gavel's mission, its current operation, and its relevance in our community today.

I believe the consensus reaffirms our focus on supporting and recognizing volunteer efforts in our community. We have also recognized that our continued vitality demands that we do more to promote and be a resource for this volunteerism. We understand that other groups have more specific missions in this area. Examples are the City of Roseville with its Volunteer Services Director with its enrollment in City projects and 'Do Good Roseville' with its emphasis on supporting specific volunteer actions.

We believe that Gavel Club should continue to fulfill its historic functions of support and recognition of volunteers and greatly expand its role to become the primary center for information on volunteer activities in our communities.

The concepts listed below are based upon that vision. They are intended to spur discussion on these subjects and are not presumed to be final suggestions to the group.

Respectfully submitted,

Curt Stockford, Diane Hilden, Sherry Sanders, Kathy Ramundt, September 20, 2016

Chronology:

April 20, 2016	Charge to develop a presentation to prospective members
April 25, 2016	Meeting: Curt Stockford, Diane Hilden – general approach
June 15, 2016	Draft report submitted to Gavel Club
August 25, 2016	Meeting: Curt Stockford, Diane Hilden, Sherry Sanders, Kathy Ramundt – roles of various organizations with respect to volunteerism in our communities
Sept. 21, 2016	Submit 'Revised Role' document for consideration

Gavel Club Presentation to Prospective Members & Groups

Who we are:

Our History:

Our Mission:

Are we still relevant?

So, what have we done for you lately? What might we do for you in the future?

Shared Purpose/Similar Challenges

- Of, By, and For Volunteers
- A shared value of providing Service to our Communities
- Service and Not-for-Profit Organizations share similar challenges
 - Need for greater awareness of what we do and who we serve
 - Support by the public for our efforts
 - Funding for our work
 - Outreach into the communities we serve

Benefits of belonging to a group of like organizations

- Meet some doggone nice folks
- Benefit from the experience of others who have encountered similar challenges
- Develop a deeper understanding of the fabric of the communities you serve
- Avoid duplication of event dates
- Publicize **your** meetings and events

A World of Possibilities for Gavel Club

We are more relevant than ever, because the need for a clearing house of information is greater than ever. Thanks to the digital age, we have unprecedented access to information. Unfortunately we are often **overwhelmed** with data.

Gavel Club can become the one-stop supplier of information for all things Volunteer related in our area.

- We already have a well organized and functional **website**. We have just opened and are expanding a **Facebook Page**.
- We can easily grow our digital and social media presence to meet the needs of an expanding Gavel Club.
- We can become the 'Go To' organization for information to volunteer related activities in our area.
- We might even be able to arrange for some sharing of skills (training) among our talented members.
- We can become the nexus of a dynamic network of community service providers.

In short, we can provide you and your group real value through your membership. We can "Expand Your Reach".

Possible Tag Lines:

- "Opening New Doors" for you
- "Expanding Your Reach"
- "The Center of Services" for our community

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Strategies to attract Members

- Develop a clear, concise message about the benefits of membership
- Conduct activities which support the membership benefits claimed**
- Produce and print handout materials for both Organizational as well as Individual membership categories
- Contact prior members to re-join
- Develop a list of critical categories of membership [e.g. elected governmental officers, governmental staff, civic leaders, public safety representatives (police, fire, etc.), public education representatives, non-profit service groups, etc.]
- Provide alternatives to the noon time meeting
- Provide a social component to meetings
 - Shorten the business meeting to allow for more social time
 - Introduce evening meetings whose primary purposes are social and membership development
 - Continue occasional off-site meeting locations to organizations and venues of general interest
- Restrict meeting time devoted to Organizational Reports
 - Oral reports only of time-critical events/situations
 - Written reports submitted minimally one week prior to meeting

- Written reports emailed to members or posted on website
- Hold 'Open House' for prospective member groups

**** 'Benefits of Membership' Action Plan**

Publicity

- Create Publicity Chair whose sole responsibility is to create a greater public awareness of North Suburban Gavel Association and its mission
 - Monthly submissions to Roseville Review and similar
 - Quarterly submission for feature in Pioneer Press
 - Develop relationship with all media outlets
 - Monthly Flyer of Gavel activities and Calendar at public bulletin boards

Website & Social Media

- All communications by Gavel Club and its members should encourage those contacts to visit our website and to 'Like' our Facebook Page

Calendar of Events

- Increase our existing calendar to include all community events which can be captured from all sources

Volunteer Activities & Opportunities

- Reach out to all organizations serving our communities with an offer to publicize their upcoming and ongoing volunteer needs and opportunities

Learning Sessions

- Reintroduce existing members' organization to the Gavel group (short presentations on a regular basis)
- Share expertise of existing members through regular Gavel programs
- Conduct meetings at sites of interest to the general membership on occasion

Speaker's Bureau

- Develop a uniform message for presentation to any community group willing to learn of Gavel's role in the community
- Enlist Gavel members willing to deliver our message to those groups
- Identify potential target markets for this Speaker's Bureau and contact them an offer of availability to speak

Expanding our reach

New Membership Initiative

- Service and Community Organizations
- Businesses

New Publicity Initiative

Presentation for Service and Community Organizations

Presentation for Businesses

Semi-Annual Social Events

Logistics for an expanded North Suburban Gavel Association

Existing Members

- Given the possible expansion of a social component to our operations, it may be wise to consider an increase to our dues to provide more flexibility in that arena

New Membership Class

- In order to maintain our primary mission of supporting and recognizing volunteers, while still reaching out to the non-volunteer community, it may be wise to consider a new classification of membership. Let's consider 'supporting memberships' for businesses. Increased member fees for this classification could enable us to 'up our game' in the community without endangering our Recognition Awards Dinner. The advantage for the business would be recognition through the use of their name/logo on all Gavel publications and perhaps an annual thank you event. The benefit to both Gavel and the Business would be increased knowledge of and engagement with the community as well as an increased network of contacts.
- A new membership classification would entail a change to our By-Laws. The last review and Amendments were made in 2010. This is an opportunity to modify our Purposes and Objectives to incorporate a mission to become a pivotal resource for volunteer activities in our community. It would also formalize our intended relationship to the business community.
- A new dues structure would necessarily be a part of this conversation

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Additional Suggestions/Ideas

- One additional benefit could be **'joint or shared initiatives and events'**
- **Publicity could include CTV, Star Tribune and other local papers (in addition to the Review with Lillienews, there is also PubPress)**
- **We could also develop mailing lists.. (both email and physical mailing addresses)**

One project I want to take on this winter is to advocate for more **public bulletin boards** throughout the city. I was going to do this on my own, but reading this - perhaps this could be a joint venture, and maybe we could even see if we could get \$ from the Community Fund or a grant to provide the bulletin boards to anyone willing to display them. We can include Gavel brochures in the exhibitor packets/bags at the Volunteer Fair.

We could also propose a **Community Volunteer newsletter**. I'm willing to do it...I'd just have to figure out how to do it efficiently 😊

We can include **Gavel brochures** in the exhibitor packets/bags at the **Volunteer Fair**.

Consider name change or qualifier to better explain the purpose of 'Gavel Club'. Opinion seemed to favor maintaining name, and adding a 'tag line', such as:

North Suburban Gavel Association
Your Clearinghouse for **Volunteer** Activities