



# Membership Development

*"The miracle is this – the more we share, the more we have."*  
- Leonard Nimoy

*Helping people protect the Great Lakes*

For the just starting up or long established membership programs, we can help you develop an innovative and easy to maintain program for recruitment, retention, and increased giving based on proven systems.



*"Developing the fundraising plan with Freshwater Future reminded us of the importance of our members. We are looking forward to taking the steps to recruit new members and continue to connect Detroiters to the Detroit River through our projects and outreach activities."*

David Howell, Chairman,  
Friends of the Detroit River

## Grow Your Organization

Our most comprehensive membership development opportunity, we will re-invigorate your current membership program or develop a new one to meet your membership objectives, such as moving donors to the next level of giving to further meet your financial needs. We will work with you to:

- Understand who your members are and how to grow your membership;
- Develop a membership plan that identifies necessary communication to maintain and increase members;
- Establish systems to insure members renew; and
- Assist with identifying new potential members for your organization.

## Grow a Leader

Designed for one or two leaders such as a board chair, executive director, and membership coordinator, this package will provide training and one-on-one assistance to improve your leadership and skills membership recruitment, retention, and increased giving. We'll custom design one-on-one assistance to prioritize where to focus the work with you to inspire new energy for your membership program.

## Support a Leader

Are you feeling overwhelmed by the idea of managing and growing your membership with everything else your organization does? Give us a call and we'll help you pinpoint easy steps to take now and in the future to get the job done. Members – you get one hour free!

## Freshwater Future

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## Experience You Can Trust

With a combined 40 years of experience, Freshwater Future has helped grassroots groups achieve success in protecting the lakes, rivers, and wetlands that make this region so special. We understand what it takes to win and can help. Our coaching is available at a very reasonable cost - Call us today at 231-348-8200 or send an email to [info@freshwaterfuture.org](mailto:info@freshwaterfuture.org) to learn more.

*As an added bonus with all of our consulting services, you'll learn how to use technologies for communications that will enhance your efforts with your team!*