

# TPE Member Communication Plan

## Part 1: Donations

The accountant sends a gift transaction report to the TPE President and the TPE Business Manager when it is prepared, typically every two weeks. This report lists all donations, sales, membership renewals, bump up memberships and new memberships processed. Donations include money above and beyond a membership renewal unless specifically designated.

Any nonmember who makes a contribution to TPE will be considered a chapter or at large complimentary member for one year. Any gift received before June 30 will be a complimentary member until December 31 of the same year. Any gift received after July 1 will be a complimentary member until the next December 31.

The President or business manager sends a thank you letter to each person acknowledging their donation. The letter includes the amount, check number, and check date.

At the end of each month the Business Manager will send a donations report to each chapter Treasurer and President and encourage them to write a thank you note to the donor. Tell them that the donation has been acknowledged by TPE. **BE SURE TO REMOVE ANY NAMES FOR ANONYMOUS DONATIONS BEFORE SENDING THE REPORT TO THE CHAPTERS.**

For anyone who donates \$5,000 or more in cash, equipment or land, we will automatically extend their membership at their current membership level for one year from the date of their renewal. No money will be involved in this membership extension so there will be no split to chapters. TPE will send the donor a donation acknowledgement and include in the letter language to let them know that as a way of showing our appreciation for the donation, we have extended their membership for one year.

If we subsequently receive from that donor a membership renewal before the extended renewal date, the Business Manager will call the donor to remind them that TPE extended their membership. The Business Manager will ask their intention and whether they are turning down the extension.

Any donations over \$100,000 will be handled on a case by case basis, but will include some sort of membership extension.

Names of individuals who donated will be listed in each issue of the Prairie Promoter. (We will not publish the amount donated). Names will be grouped under the following headings:

- >\$1000
- \$501 -- \$1000
- \$101 -- \$500
- \$1 -- \$100

## **Part 2. New Member and Membership Renewal Procedure**

The accountant sends a gift transaction report to the TPE President and the TPE Business Manager it has been processed (see Part I above).

### **New Members**

New members will be listed in the next Prairie Promoter.

The Business Manager sends the following to each new member:

- Welcome to TPE letter
- Latest Prairie Promoter
- Field Trip Flyer (when available)

The letter includes an “introduction” to the chapter the new member is assigned to, including contact information for the chapter president. It also acknowledges the check number and amount paid.

The last day of each month the TPE Business Manager will send a report of new members to each chapter for the month (to the Chapter Secretary and President).

The chapter president (or their designee) contacts each new member, preferably by phone and provides them with information on upcoming chapter events and points them to the chapter web page. During your conversation, ask questions such as,

- How did you hear of TPE?
- What is your interest in prairies?
- Do you own a remnant or have a planting?
- Elaborate on your interests recorded on the membership form?
- What activities would you like to be involved in?

### **Renewing Members**

The Business Manager sends a letter to each renewing member acknowledging receipt of their check.

Names of individuals who donated above and beyond membership dues will be listed in each issue of the Prairie Promoter. (We will not publish the amount donated). Names will be grouped under the following headings:

- >\$1000
- \$501 -- \$1000
- \$101 -- \$500
- \$1 -- \$100

## **New and/or Renewing Members with Donations**

The TPE President or business manager sends a letter to each renewing or new member that also includes a donation. To help alleviate any confusion about what is credited as a donation and what is credited as dues, suggested language in the acknowledgement letter should be:

On behalf of the Board of Directors of The Prairie Enthusiasts, I thank you for your donation of \$\_\_\_\_\_ together with your membership (renewal or new membership) payment of \$\_\_\_\_\_ (check #\_\_\_\_\_, dated \_\_\_\_\_).

Using this specific breakdown of how the money was processed should help with confusion and allow them to respond to us if there is any correction that is needed.

## **Bump Up Memberships**

TPE business manager will send a letter to all bump up memberships.

## **New or Renewing Memberships at \$1,000 and above**

TPE business manager will send an acknowledgement letter but TPE President may, at his/her discretion, also send a thank you letter.

## **Part 3. Annual Appeal**

Members who make a donation through the Annual Appeal but think they also renewed their dues will not be automatically given a membership renewal. Rather, the Business Manager will talk with them and will resolve the confusion on a case by case basis.

If it is determined to give them a membership renewal in the current year, before the books are closed, they will be renewed at their current level, and the accountant will be directed to take that portion of the dues from the annual appeal donation and transfer 30% of that money to the appropriate chapter, placing the 70% in central's membership dues. If the membership renewal is given in the next year, after the books are closed, no financial adjustment can be made but we will change the membership record to reflect the renewal date.