

Monthly Wisconsin Lake Org Chats

Monthly chats, tentative topics include...

- Organizational Capacity (Jan. 2025)
- Communicating Effectively Using Email (Feb. 2025)
- Annual Meetings (March 2025)
- Budgets & Priorities (April 2025)
- Finances (May 2025)
- Committees (June 2025)
- Lake District Boundaries (July 2025)
- Membership (August 2025)
- Insurance
- Grants
- Countywide Orgs
- Succession Planning

Goal: Introduce important & timely topics to the lake organization community in Wisconsin in a fun and engaging way while pointing the way to additional resources.



Episode 8: Memberships

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Development Specialist
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Donna Carlson, Grindstone Lake Association,
Sawyer County

Brad Dickinson, Gilbert Lake Advancement
Association, Waushara County

Dave Quady, Sand Lake Association,
Rusk County



Qualified Lake Associations: DNR Funding Requirement

- Demonstrate that it is incorporated under ch. 181.
- Specify in its articles of incorporation or bylaws that a substantial purpose of its being incorporated is to support the protection or improvement of one or more inland lakes for the benefit of the general public.
- Demonstrate that the substantial purpose of its past actions was to support the protection or improvement of one or more inland lakes for the benefit of the general public.
- ★ Allow to be a member any individual who for at least one month each year resides on or within one mile of an inland lake for which the association was incorporated.
- ★ Allow to be a member any individual who owns real estate on or within one mile of an inland lake for which the association was incorporated.
- ★ Not have articles of incorporation or bylaws which limit or deny the right of any member or any class of members to vote as permitted under s. 181.0721 (1).
- ★ Demonstrate that it has been in existence for at least one year.
- Demonstrate that it has at least 25 members.
- ★ Require payment of an annual membership fee that charges an annual membership fee of not less than \$5 and not more than \$50.

What is a good membership goal?

- Depends on
 - membership base
 - membership levels/structure
 - mission
- How to calculate your membership percentage



Membership Structure - Who gets to vote?

Different levels:

- Regular member
- Associate members / Friends / Gifts
- Business / supporting member
- Sponsors / Levels of donations

Section 2. Voting: The owner(s) of property and members who reside for at least one month on or within one (1) mile of Gilbert Lake as indicated in Article III. Section 1. above shall be entitled to two (2) membership votes. The owner(s) of multiple properties shall only be entitled to two (2) membership votes. A member must be present at the meeting at the time the vote is called in order to vote. No member may vote by proxy or absentee ballots. All votes shall be counted by a voice vote or show of hands unless otherwise specified by the Board of Directors.

Section 3. Friends: The Association shall include those called Friends of Gilbert Lake. These Friends of Gilbert Lake, by donating an annual amount set by the Board of Directors, will be entitled to receive the same mailings and other communications as Association members, but are not entitled to vote on Association matters.

Article 2 – Members

2.1) Individual members may join for a membership fee determined by the Board of Directors. There shall be no other requirements for joining the association as an individual member. Each individual member shall have one vote in matters coming before the membership as a whole. All members of the same family living in the same household will be considered one individual member. If members of the same family living in the same household pay a separate membership fee they will be considered individual members entitled to one vote.



How much is a membership?

- Qualified Lake Association
 - \$5-\$50/person or family
- Individuals vs. family
- Bylaws

MEMBERSHIP AND DONATIONS

Our members are a dedicated community who love Long Lake. By supporting LLPA with your membership, you're joining our efforts to preserve and protect Long Lake, its watershed and its ecosystem. We welcome our members to come to our annual meeting and take part in programmatic and volunteer opportunities throughout the year. Membership includes a calendar, a subscription to The LLPA annual newsletter, and periodic updates.

First Name _____ Last Name _____
Email _____ Phone _____
Street Address _____
City _____ State _____
Zip _____

- | | |
|--|---------|
| • Annual Membership | \$40.00 |
| • General Operations | _____ |
| • Lake & Watershed Preservation/Restoration Fund | _____ |
| • The Long Lake Preservation Endowment | _____ |
| • Fisheries Fund | _____ |
| • First Responders Fund | _____ |
| • Additional Calendars @ \$10/each | _____ |

Total Enclosed _____

Make check payable to: LLPA

Mail to: LLPA

**P.O. Box 336
Birchwood, WI 54817**

Benefits to Members

- Private groups
- Members-only section of website
- Special invitations
- Newsletters/other communications
- Email blasts
- Texts
- Access to lake directory

Benefits to the Association

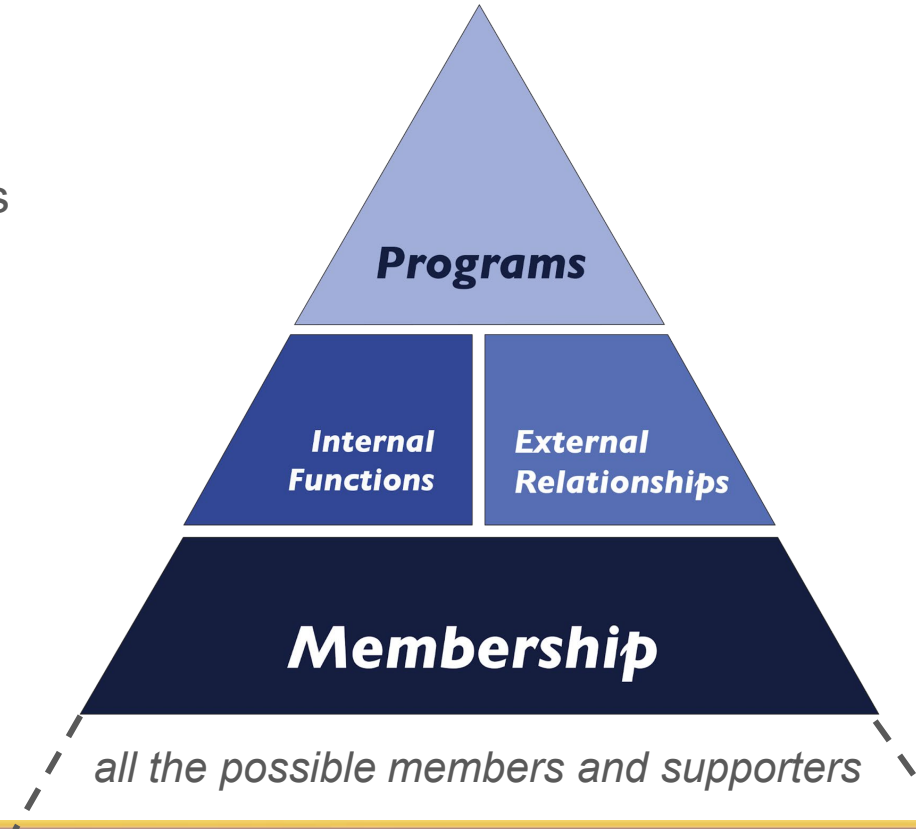
- A voting structure
- Supports projects
- Volunteers
- A way to get feedback
- Future board members



Organizational Capacity

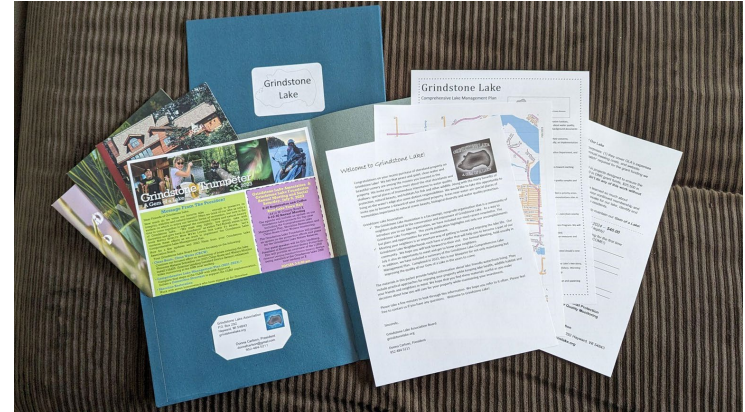
Before asking...

- Clearly share your mission and goals
- Explain benefits of being a member
- Audience
- Goals: Set a number (% or total #)



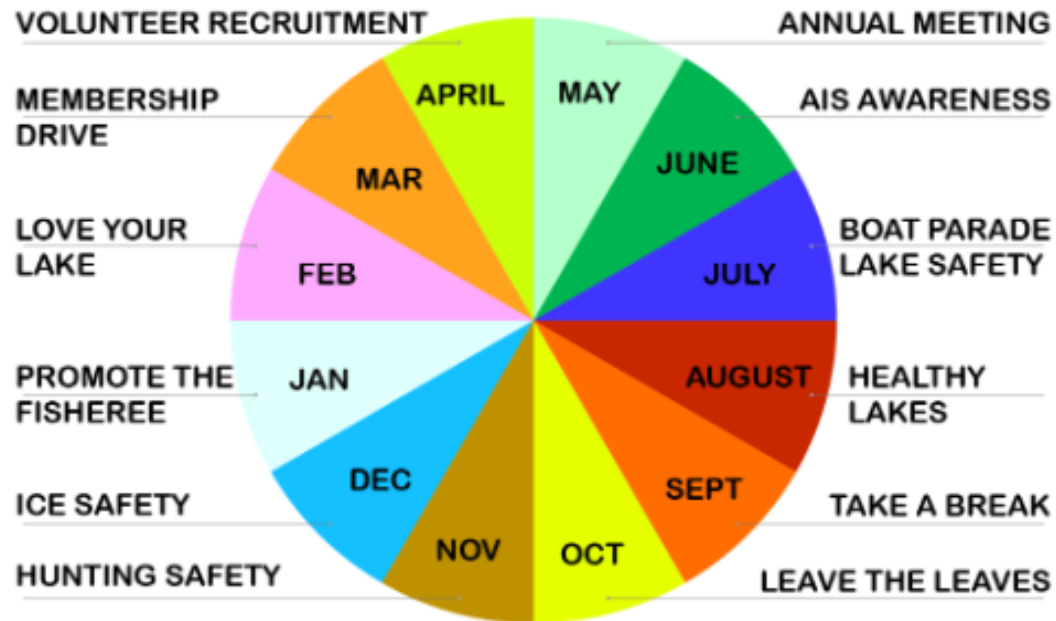
How do you get members?

- New Owner Welcome Packets
- Face-to-face introductions
- Annual meetings
- Special events
- Neighborhood meetings



Timeline and the Ask

- Work backward from the annual meeting
- Track expiration of memberships and reach out to people who lapse
- Always have membership info on hand at events



Tracking memberships

- [Little Green Light - Donor Management Software for Nonprofits](#)
- [WildApricot | Membership Management Software](#)
- [The Databank](#)
- [Mailchimp | Marketing, Automation & Email Platform](#)
- [Memberplanet](#)
- Shared Google spreadsheet



Strategies to increase memberships - Where to start

1. Have a policy and procedures manual
2. Communicate with your members regularly
3. Show value: brag about your wins!
4. Be clear on membership information
5. Logo on clothing and gear- spread the word
6. Build your community through social events
7. Offer a one-year free membership for new residents
8. Open memberships to larger base
9. Celebrate members - note their milestones!
10. Work collaboratively with your board on membership



Coming next month...

Insurance

- Workers Compensation
- General Liability
- Officers and Directors
- More!

Please let us know what you think of these monthly lake org video chats. We appreciate your feedback and thank you for your time.

[Monthly Lake Organization Video Chats](#)

