

Brainstorming Meeting

8 July 2025

Break-out Sessions:

1. Membership
2. Social Activities
3. *The Forester*
4. Business Members

Membership

What is holding us back?

1. Lack of data
2. Lack of volunteers
3. How often are people thinking about the FPCA?

Solutions

1. Improve data collections—this is improving
2. FPCA visibility
3. Stuffing Welcome Folders at the same time as stuffing membership envelopes

Social Activities

What is holding us back?

1. Too many options/competition with other organizations or events
2. Lack of volunteers
3. Mentoring/Assistance - we need a written handbook
4. Time management
5. Spread the word/engagement

Solutions

1. Partnerships: YMCA/Rec Center/Sequoia/Gabby's
2. At the YMCA: have a table with FPCA info, postcards with QR codes, social media
3. Localized events/Bring-a-Friend
4. Add Socials to membership form
5. Diverse attraction - more things for kids
6. Committee development - recruit help
7. Pop-up events - snacks, info, water, candy
8. Attend sports or local events
9. Use existing resources - people knowledge
10. Food trucks - where can we advertise and can we barter for it?
11. Pics! - QR codes on *Forester* - NCC involvement

The Forester

What is holding us back?

1. Multiple languages-how do we cover this?
2. Column topics
3. Delivery routes not being covered
4. Not enough volunteers

Solutions

1. QR code with translations online
2. Find a school contact to get school information
3. Survey membership to see if there are topics that people want covered
4. Break down larger delivery routes
5. Find more volunteers
6. Gift card raffles
7. Find young adults who need volunteer opportunity
8. Use YMCA - they have an App for volunteers and after school teachers

Business Members

What is holding us back?

- 1) More volunteers to contact businesses
- 2) More business members needed
- 3) Do business members get enough for their money?

Solutions

- ~~1) Business memberships run like regular memberships once a year~~
- 2) More ads for members
- 3) Articles in the *Forester* about supporting members
- 4) Invoice billed annually
- ~~5) In order to advertise, you must be a business member~~
- 6) Find other sources instead of just storefront business
- 7) Use social media to advertise for business members or promote them
- 8) Get a list of LLCs in FP - maybe from Ohio Secretary of State
- 9) Get a QR code for membership sign-up for rep. to take with them when visiting businesses
- 10) Put business members' logos on website
- 11) Make it easy to sign-up on website
- 12) A website page to recognize business members
- 13) Collabs with our Instagram feed and a business's Instagram feed