

MRHA BOARD PLANNING SESSION NOTES – July 18, 2005

Circular Process of MRHA Functions

- (1) Enhance internal capacity *in order to* (2) increase membership *in order to* (3) heighten visibility *in order to* (4) make an impact *in order to* (5) achieve the mission.

General Action Steps

- Create position descriptions and orientation manuals for Board, staff and members
- Develop a membership plan (recruit, tie to advocacy, convening)
- Focus on following the strategic and work plans
- Initiate a reporting and communications structure for committees, Board and staff
- Formally connect with other parallel organizations and associations
- Research (via the MCN website) and adopt necessary organizational policies

Membership Action Steps

- 2006 Fundraising Goal: \$200,000, of which \$40,000 will come from hospitals and \$160,000 (80%) from members
- Create a gift range chart specifying the number of gifts/memberships needed to attain the goal
- Reconsider membership fees for students, seniors and lifetime members
- Promote membership to rural pharmacies, critical access hospitals, clinics and other vendors; explore membership levels tiered by revenue
- Put in place and promote membership benefits
- Develop a marketing plan for MRHA in order to raise awareness and make the case prior to asking for money
- Survey past members and inquire about why they joined MRHA (email, phone-a-thon)
- Explore membership models from other sectors (e.g. private colleges, politics, religion, environment, Center for Rural Policy and Development)
- Reach out to Latinos, American Indian tribes and students for involvement and membership
- Stamps/note cards monthly
- Conduct a three-month pilot consisting of:
 - Visibility with the web and newsletter
 - Targeting the 400 past members
 - 4 events to promote visibility/membership (e.g. November DPS in Mahnomen)
 - Develop marketing pieces
- Articulate the value of MRHA for individuals and organizations; emphasize the track record

- Annual member events: Four for education; one for convening and one for the rural legislative agenda (1-day session with partners/members to discuss the legislative agenda)
- Membership Committee: Vicki, chair and Robin, Mary and Nancy? Email members asking for volunteers
- Rick will send a letter to rural hospitals and rural physicians seeking individual and organizational members
- Maddy will contact the initiative foundations for organizational memberships
- A one-page membership recruitment letter will be developed and forwarded to Liz, Ray and other board members

Parking Lot

- Chronicle the history of the organization
- Develop an annual report
- Utilize a consent calendar on the board meeting agendas
- Connection with critical access hospitals
- Determine filter criteria for selecting rural health issues to address
- Define rural