



Members Matter Project - 2018

Goal: *To learn what matters to our members about our work. This critical information will help us understand more about how we remain relevant in our community and with our donor members and will also help inform our communications strategies. The project will also, hopefully, be fun for all!*

Your Tasks:

1. **Contact 2** of the people on your list and invite them to have a conversation with you about what matters to them about conservation in the Methow Valley. You can do this in person, on the phone, or as a last resort, via email. (*Sample invitation language below*)
2. **Listen** to their responses to the questions. Take notes (*form attached*)! You can use whatever interview style you wish, but the focus is on listening to them, not making long speeches about what the MC does.
3. **Share** your notes with Sarah – you can scan and email your notes to Sarah at sarah@methowconservancy.org or simply give her your notes.
4. Please try to **complete your conversations by February 8th** (our next Board meeting)

Sample Script for Inviting Someone to Participate

Hi [insert their name]. I am a Board member of the Methow Conservancy and I wanted to thank you for your support of our conservation work. I'm interested in learning more about what matters to you about our work. Would you be willing to meet with me (or talk on the phone – whatever method you are taking) to share with me what you want from the Methow Conservancy. I promise my questions are not a quiz and they are not an attempt to ask you for more money. I am just genuinely curious about what you hope for the Methow Valley and how you see the Methow Conservancy playing a role in making that possible.

Important Note: It is essential to remember that this exercise is NOT about us – it is about the people you will be talking with and what they care about. Please do NOT say – “we need your input” – that’s very Methow Conservancy-focused and studies show people will say no to that. Do SAY –I’m interested in what matters to you. Remember, these are people who already support our work and clearly care about it, so you don’t need to be nervous asking them the questions!

Thank you for your help!



Members Matter Interview Response Form

Name of Board Member: _____

Name(s) of Member(s): _____

Please share your notes from your conversation.

1. What interests you most about the Methow Conservancy? What interests you the least?
2. What are you looking for in your relationship with our organization? How involved do you want to be?
3. What is your experience like as a donor to us? Do you feel appreciated and informed about the difference you make?
4. How could we improve our communications with you? What formats do you prefer for communications? Do you like our printed newsletter? Do you read our monthly e-news?
5. What would you like to know about us that you don't know now.
6. What is your favorite nonprofit organization and why?