

# Bike Winnipeg – Planning and Orientation Meeting

January 8, 2015

## Membership / Fundraising - Breakout Group Minutes

3 Main Goals were discussed.

### 1<sup>st</sup> Membership Goal,

We will change our Memberships from a lifetime membership to a minimum 20\$ a year membership (cost may be further discussed).

Our discussion we're to try and attract a more active membership.

All other donations would be considered supporter donations and we would maintain our current e-mail list of "supporters" rather than members. The difference between members and supporters discussed was voting rights.

Within this discussion we would like to:

- Re-configure the website to provide different levels of Donations,
- Request supporters to become active members by Donating 20\$ - Aim is to get 200 "Active members" = 4000\$ in Revenue.
- Target skilled members, eg. Skilled Fundraisers, explore commission based fundraising.
- We will work with Mark to send out a Mail Chimp Donation Request
- Contact MEC about setting up display/table at entrance to attract more members.

### 1<sup>st</sup> Fundraising Goal

Increase Bike Shop and Corporate Sponsorship

Within this discussion we would like to:

- Increase bike shop sponsorship by 50% - Aim to get a 2000\$ a year Sponsorship per shop
- Develop talking points and a strategy/presentation to approach these sponsors.

### 2<sup>nd</sup> Fundraising Goal

Seek corporate sponsorship for specific projects

- Follow best practices examples such as: Toronto Bike Lane Pilot Project (T.D. Bank).
- Research example throughout all Canadian Bike Advocacy Groups and try to communicate and share progress on funding projects etc.