

SUFC Strategic Engagement/Outreach Call June 10, 2014

Participating: Jen, Carrie, Don & Dan

Overall conceptual thinking for SUFC outreach is to:

- Engage -- Solidify -- Target

What this means is SUFC is *not* looking to actively grow the SUFC membership but to solidify the current base and ensure members are as engaged as possible across the (internal) spectrum. (This includes our federal partners who are currently FS and EPA.) *And* to selectively target organizations/sectors that are not currently represented but important to advancing SUFC mission and providing sector expertise (i.e., public health, energy conservation, youth etc.)

“We don’t want to lose ground with current partners.”

“Diverse expertise is more important than membership income.”

“We want to grow the IMPACT of SUFC not necessarily the size.

NOTE: *Membership income currently hovers at \$8,500/year. (\$400/annual dues)*

ACTION STEPS/COMMITMENTS:

For the next call we will report out on who we ID’ed and communicated with re: the following:

DAN: Reach out to **energy groups**

CARRIE: Reach out to **youth groups**

JEN/DON: Continue reaching out to **urban mgmt. leaders/groups** (ICMA, National League of Cities, National Association of Counties, National Association of Regional Councils)

JEN: **Public health groups**

[These would all fall into our “B” pyramid targets.]

We ran out of time on the call, but I had a few tickler questions I wanted to put out to you three:

- What do you think of all-SUFC member semi-annual calls? Purpose/goals? Effective way to engage/update outside of the enewsltr?
- What about our convening funders work? This has come to a standstill but a good amount of effort and goodwill went into this over the last two years? Is there a role via Partners or other?
- Federal targets?