

Minutes: April 3, 2011
ANN Marketing-Membership Committee

Call to Order: 9:00 am

Attendance: Patti Meals, Dana Serrata | Facilitator: Phil

Purpose

- To survey needs of members and event attendees & increase member benefits
 - ACTION: New item will be added to application form that asks why they are signing up
- To increase donations from corporate supporters
- To increase retention rates
- To increase registrants in fee-for-service products and services

Requested Statistics

- Membership by region (see page 2)
- Membership by level (see page 3)

Draft of Annual Report (see page 4)

7 Revenue Streams 2011

- | | |
|---|-----|
| • Corporate supporters | 28% |
| • Federal in-kind | 35% |
| • Fee-for-service Nonprofit Website Project | 18% |
| • Members – Nonprofits | 8% |
| • Members – Sponsors & Individuals | 7% |
| • Fee-for-service Webinars | 3% |
| • Fee-for-service Workshops | 1% |

NEXT MEETING:

Monday, April 23
10:00 am
1-712-432-3066
Code: 159757#
Host code: 6769

Adjourned: 10:00 am

Nevada Cities With 10+ Nonprofit Organizations

*From IRS Master File - November 10, 2010 (Prior to Revocation)

**From ANN Master File - April 5, 2012 (Includes nonprofits, sponsors, individuals)

	IRS*	ANN**
Boulder City	108	1
Carson City	411	7
Fallon	132	0
Fernley	58	1
Gardnerville	75	0
Hawthorne	33	0
Henderson	581	12
Incline Village	144	2
Las Vegas	5,836	41
Laughlin	29	0
Lovelock	24	0
Mesquite	47	0
Minden	109	2
North Las Vegas	284	2
Pahrump	138	0
Reno	1,572	49
Silver Springs	23	0
Sparks	299	9
Spring Creek	32	0
Stateline	24	0
Sun Valley	20	0
Tonopah	21	0
Verdi	16	1
Virginia City	24	1
Washoe Valley	10	1
Wells	12	0
Winnemucca	70	2
Yerrington	59	0
Zephyr Cove	29	1

NEVADA TOTAL 10,220 132

Outside Nevada 3

TOTAL 135 ***

***NOTE: This is a quick estimate that will need to be verified with new IRS #s and ANN Master list of 147

METRICS - Email Database (through 3-30-12) - From VerticalResponse.com

South	1,711
North/Rural	1,026
TOTAL	2,737

NOTE: Compared to 400 (Sept 2010)

METRICS - ANN MEMBERS BY LEVEL (through 3-31-12) - From ANN Master File

Nonprofits	92
Sponsors	33
Individuals	19
Students	2
TOTAL	146

NOTE: Compared to 117 (Dec 2011) and 30 (Sept 2010)

METRICS - GrantStation Program (through 4-2-12) - From GrantStation Activation Spreadsheet

50

NOTE: Compared to 28 on 12-31-11