



SAF National Office

Membership



Current Membership

2015 - End of Year

2016 – Year to Date

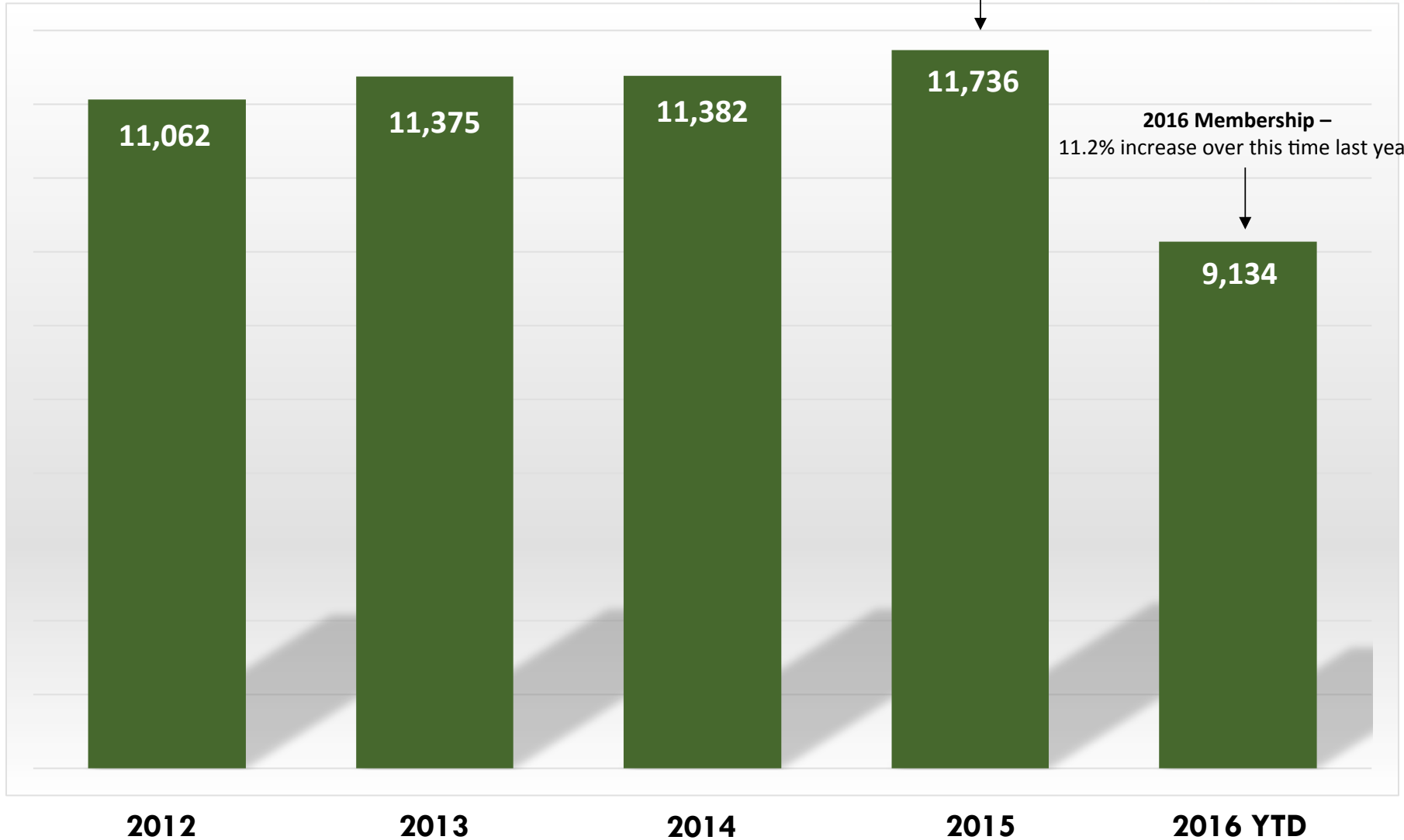
Membership by Year



2015 Membership –
3.1% increase over this time last year!



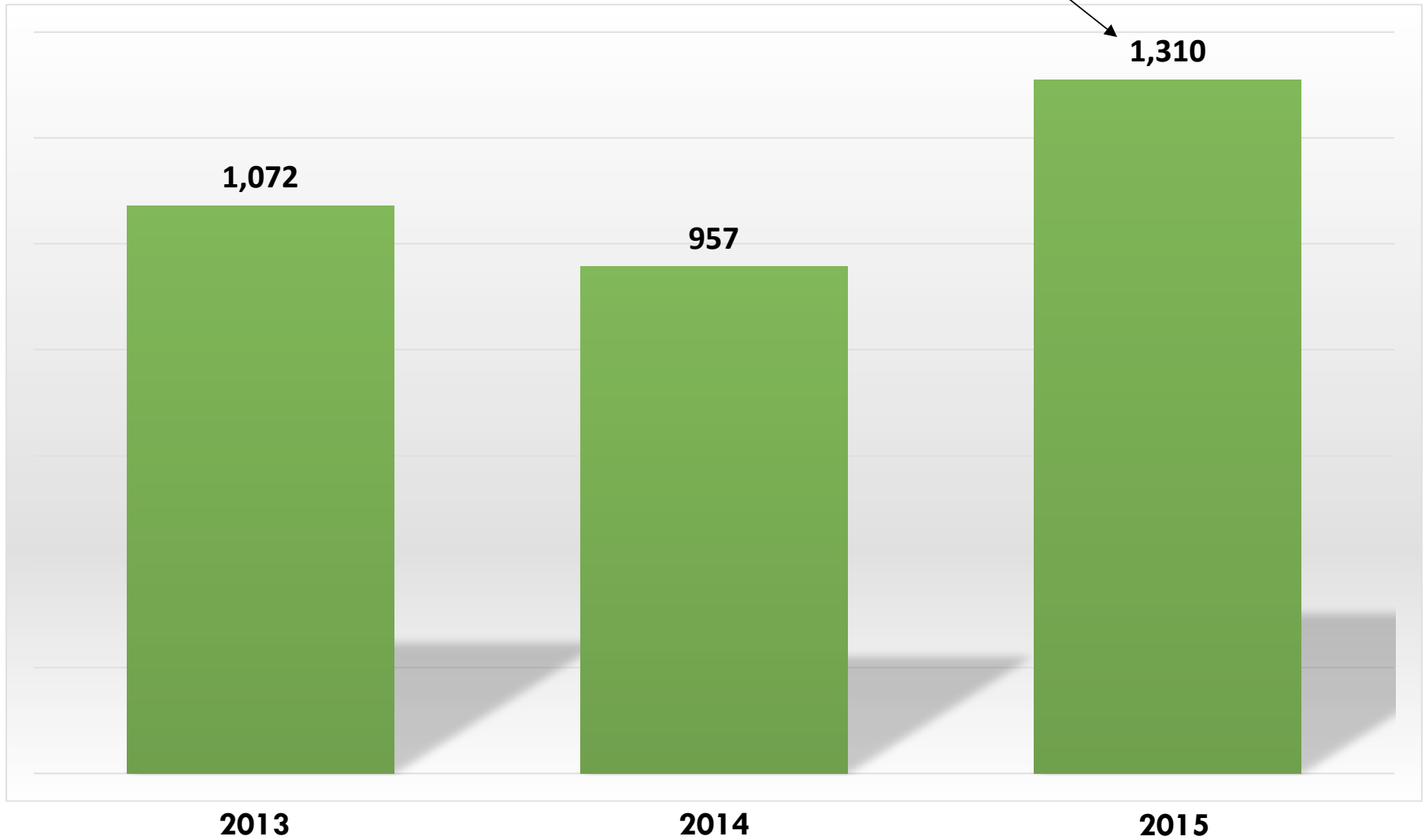
2016 Membership –
11.2% increase over this time last year!



New/ Reinstating Members by Year



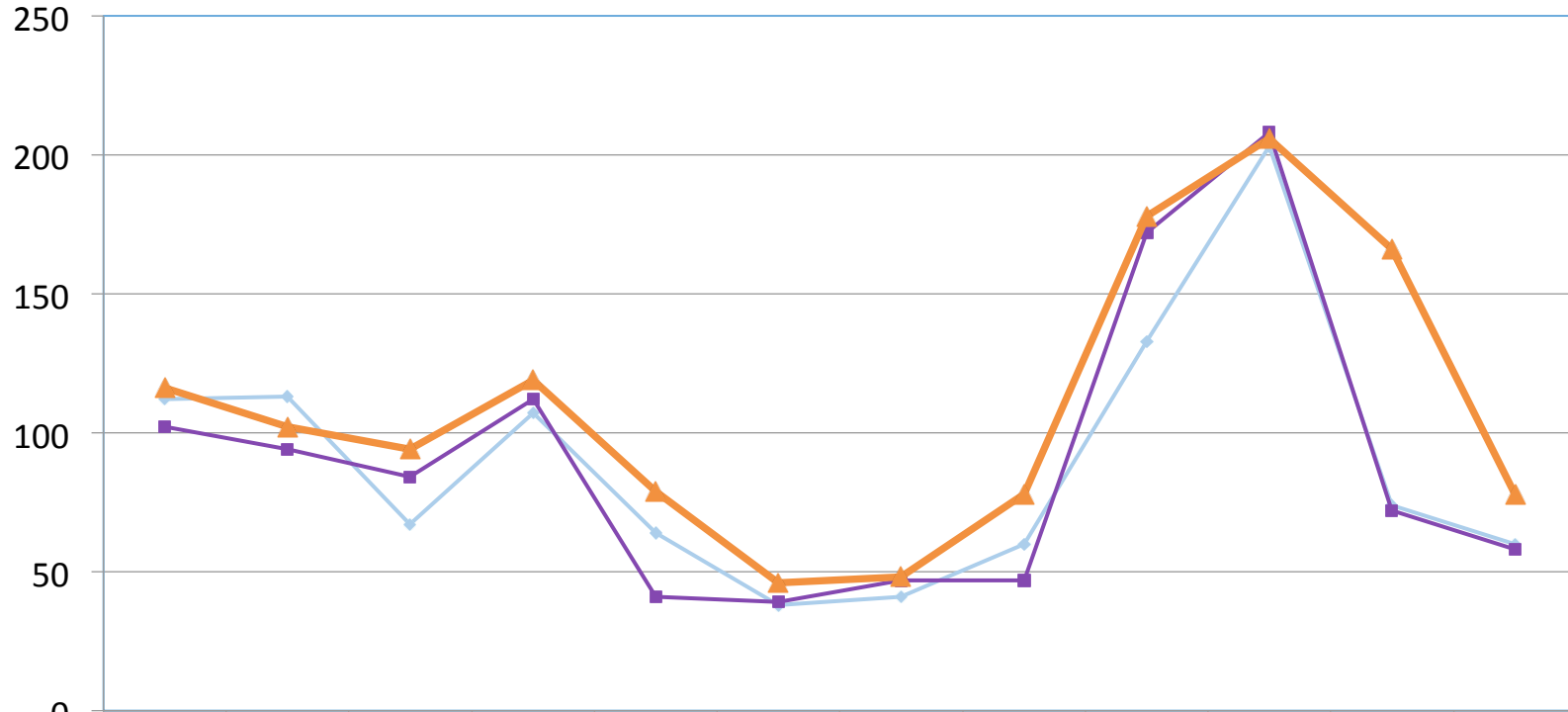
2015 New/Reinstated Members
37% increase over last year!



New/ Reinstating Members By Month



2013 2014 2015

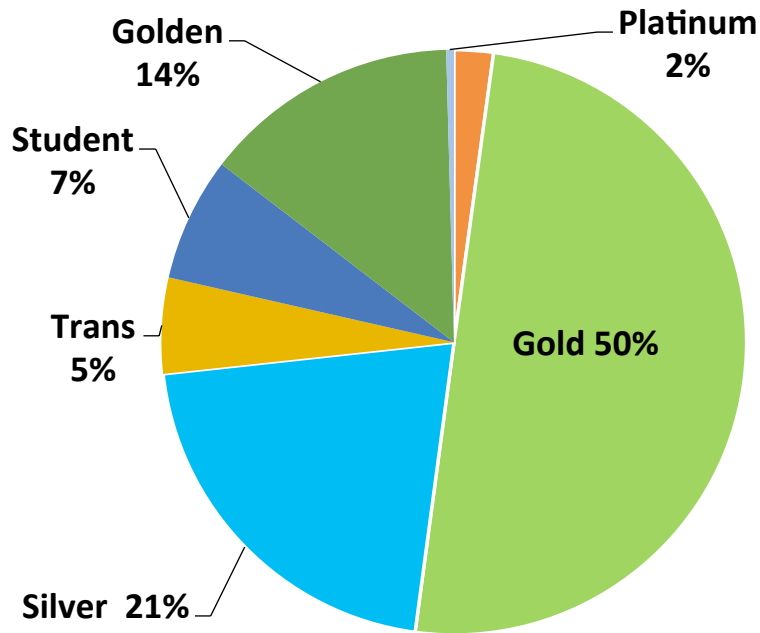


	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEP	OCT	NOV	DEC
2013	112	113	67	107	64	38	41	60	133	203	74	60
2014	102	94	84	112	41	39	47	47	172	208	72	58
2015	116	102	94	119	79	46	48	78	178	206	166	78

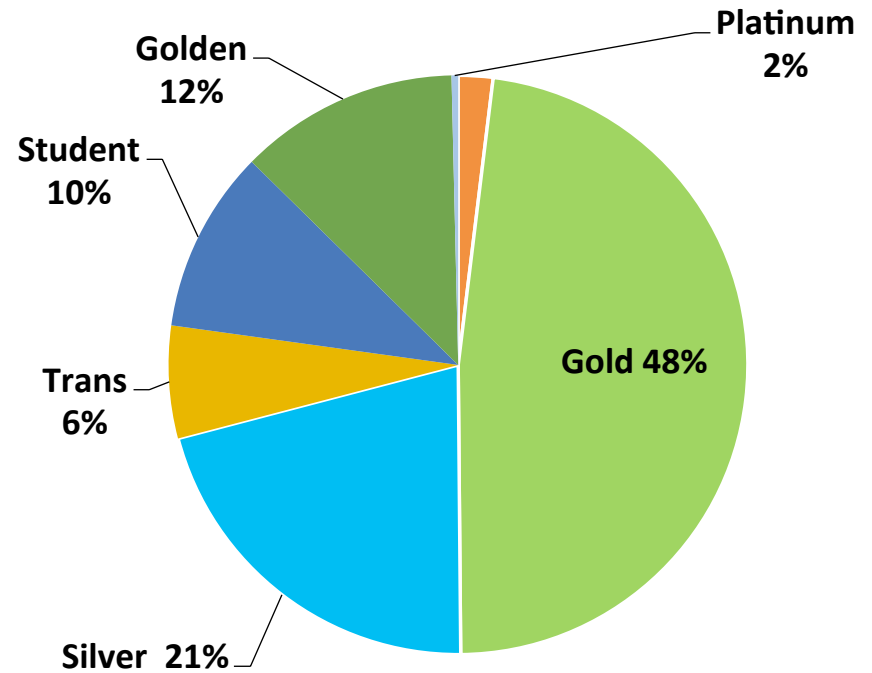
Membership by Category – by Year



2016 YTD



2015





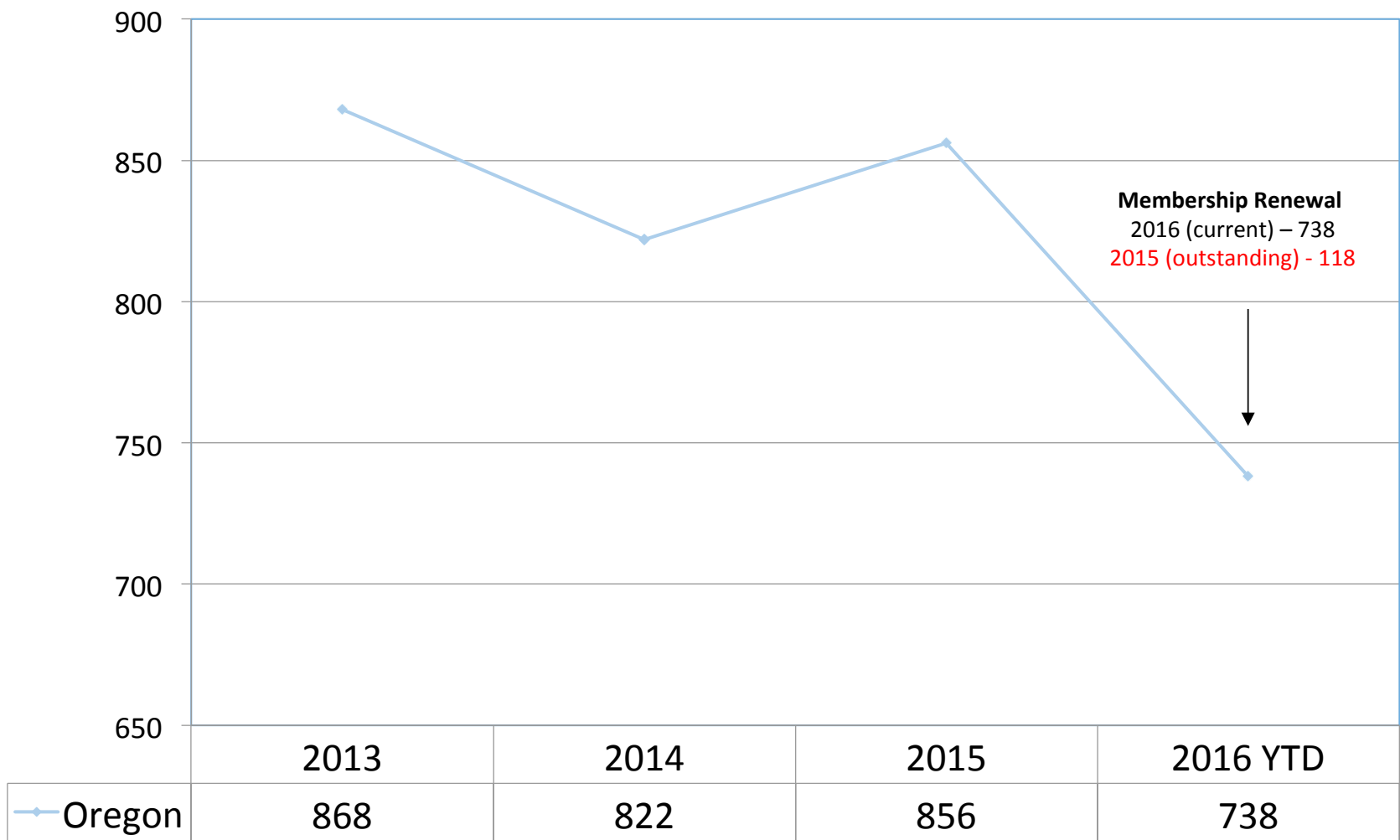
Current Membership

Pacific Northwest

Membership by Year – Oregon



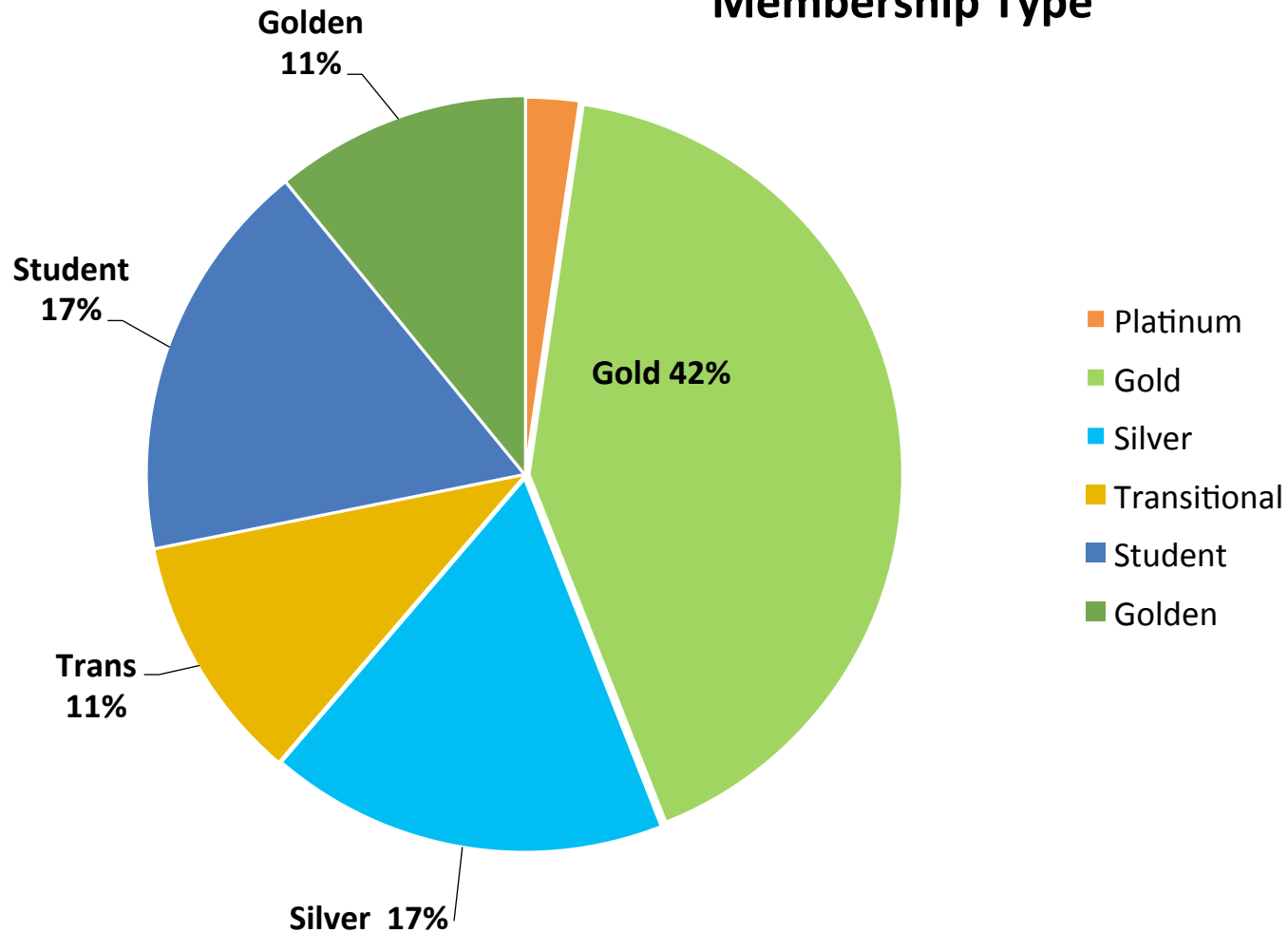
Oregon



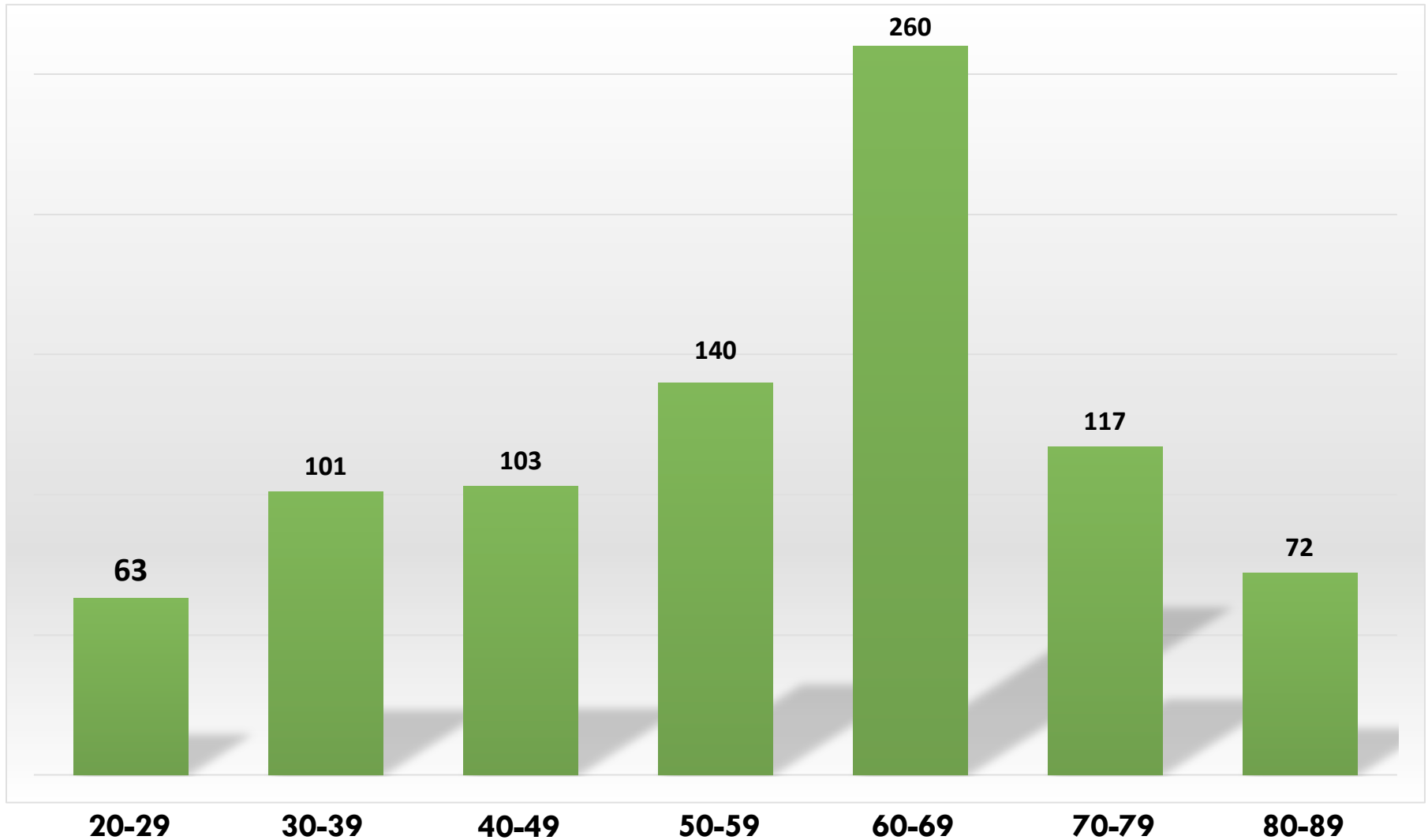
Membership Type – Oregon



Membership Type



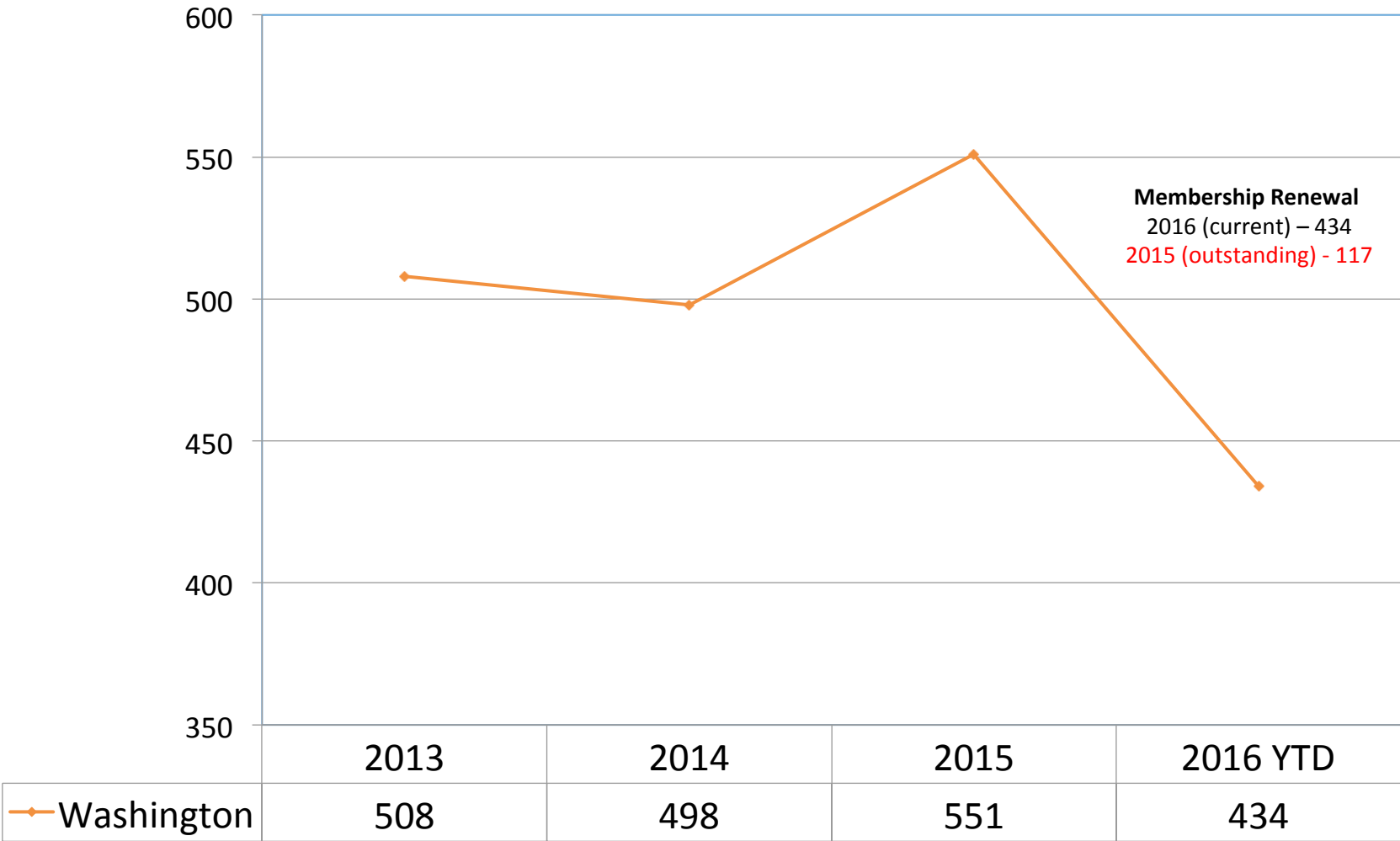
Membership by Age – Oregon



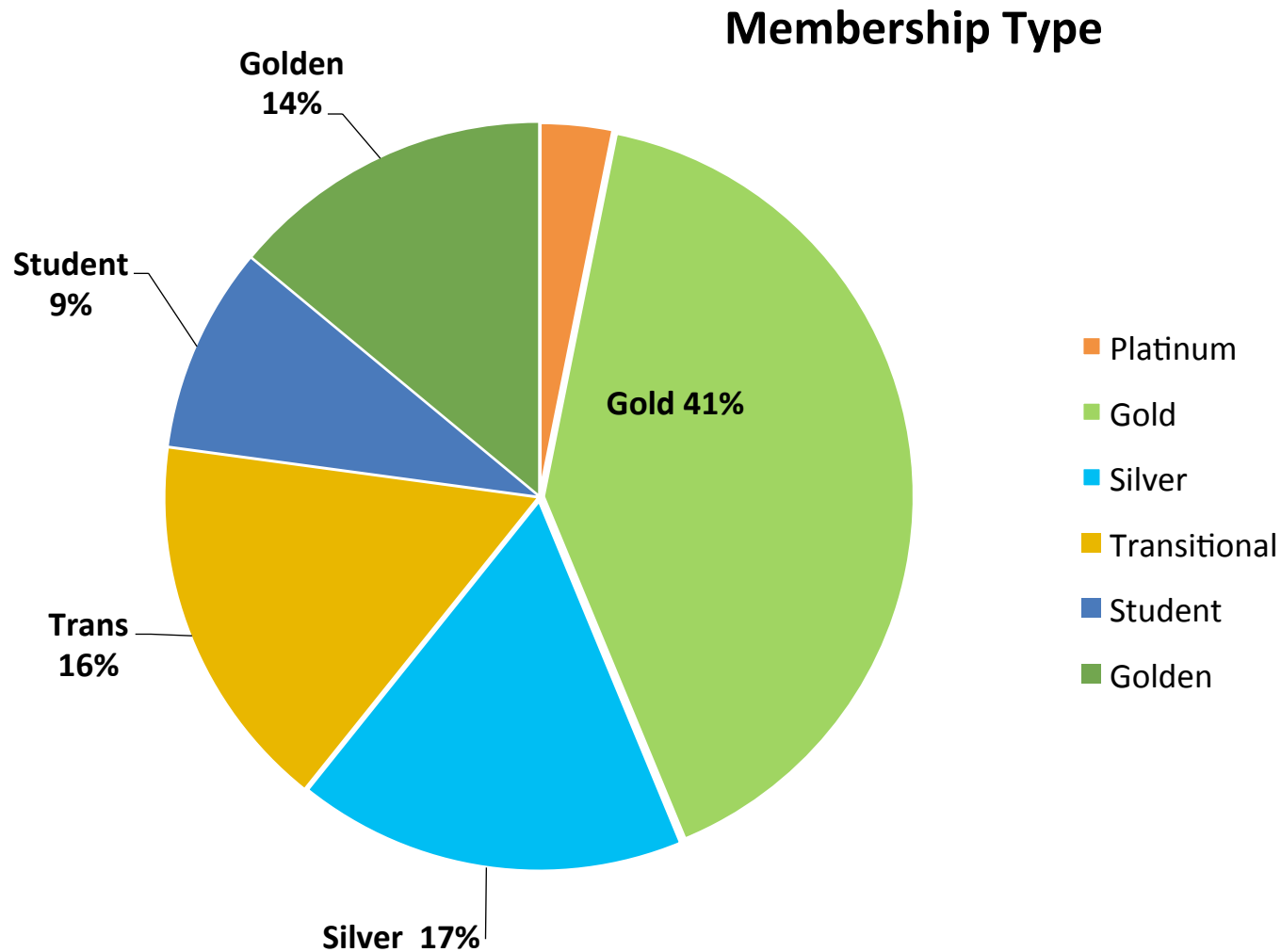
Membership by Year – Washington



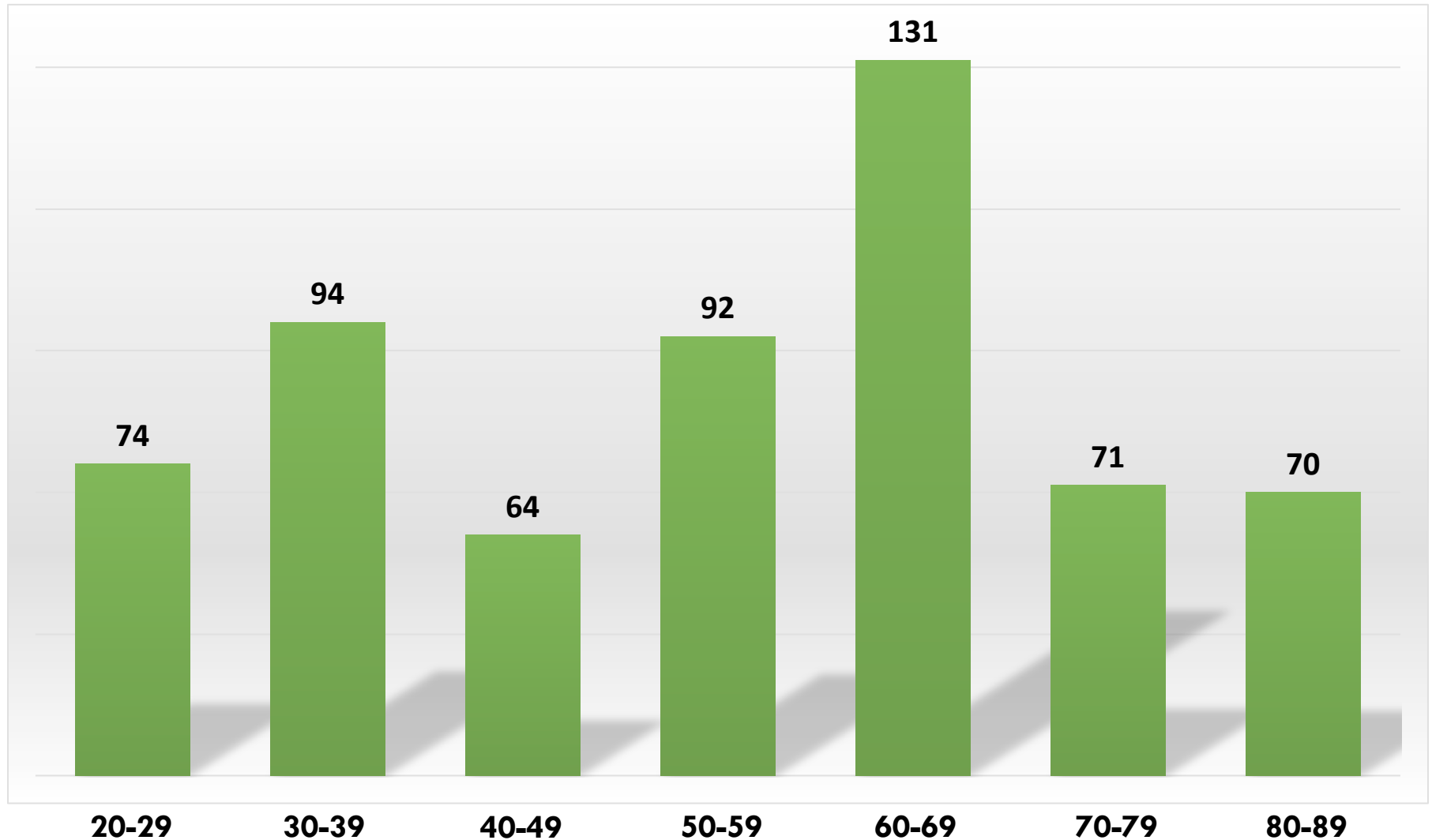
Washington



Membership Type – Washington



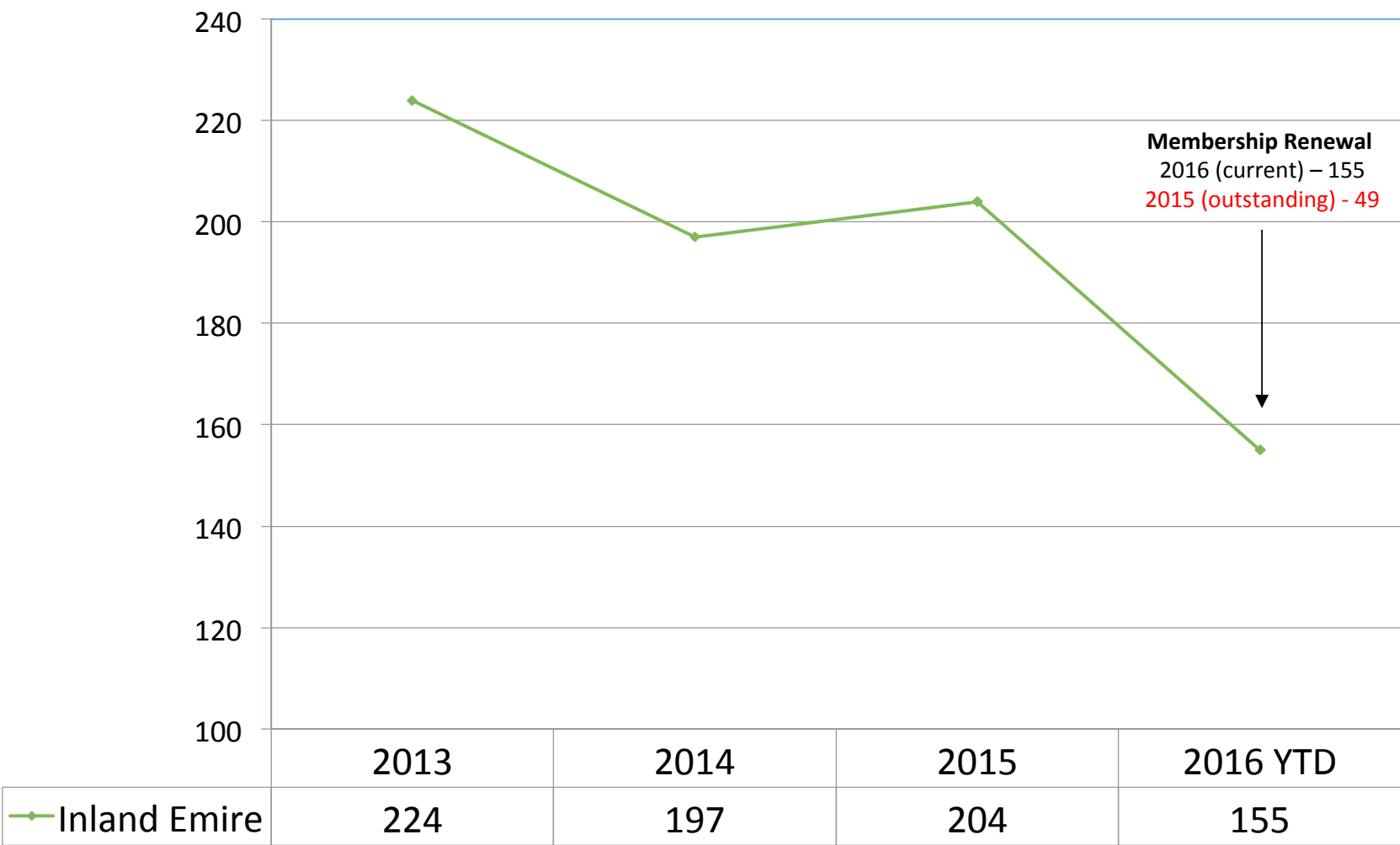
Membership by Age – Washington



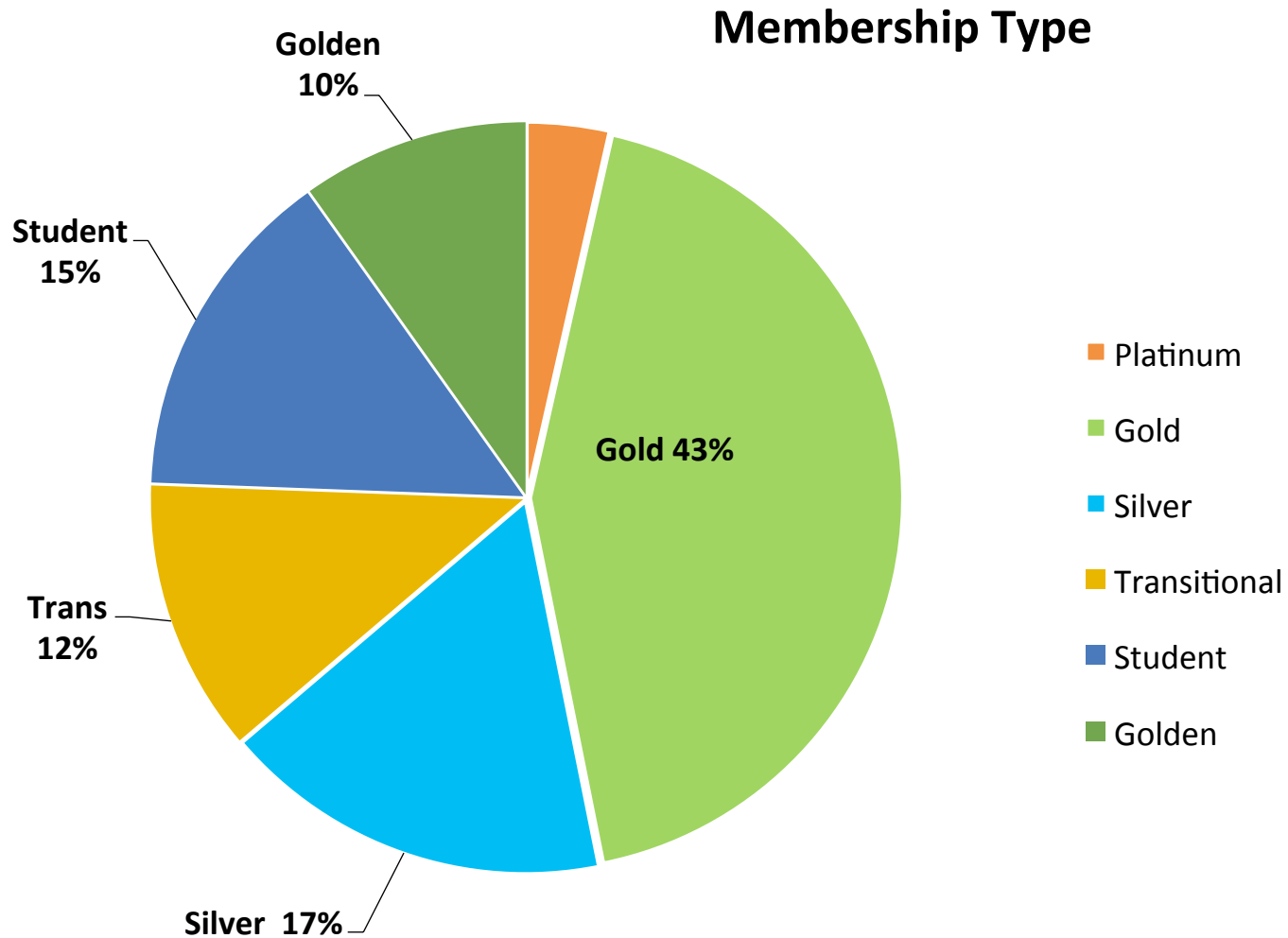
Membership by Year – Inland Empire



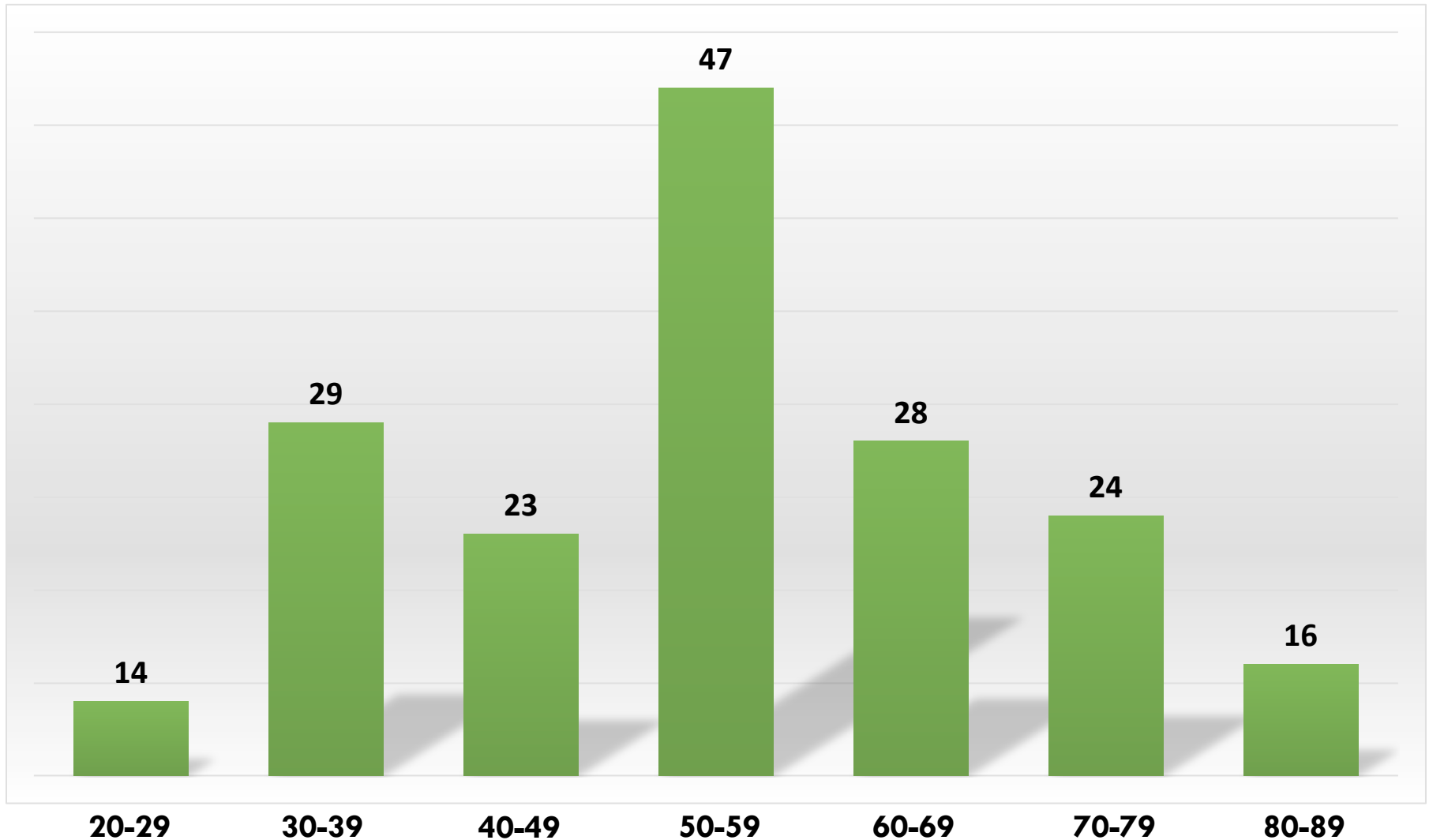
Inland Emire



Membership Type – Inland Empire



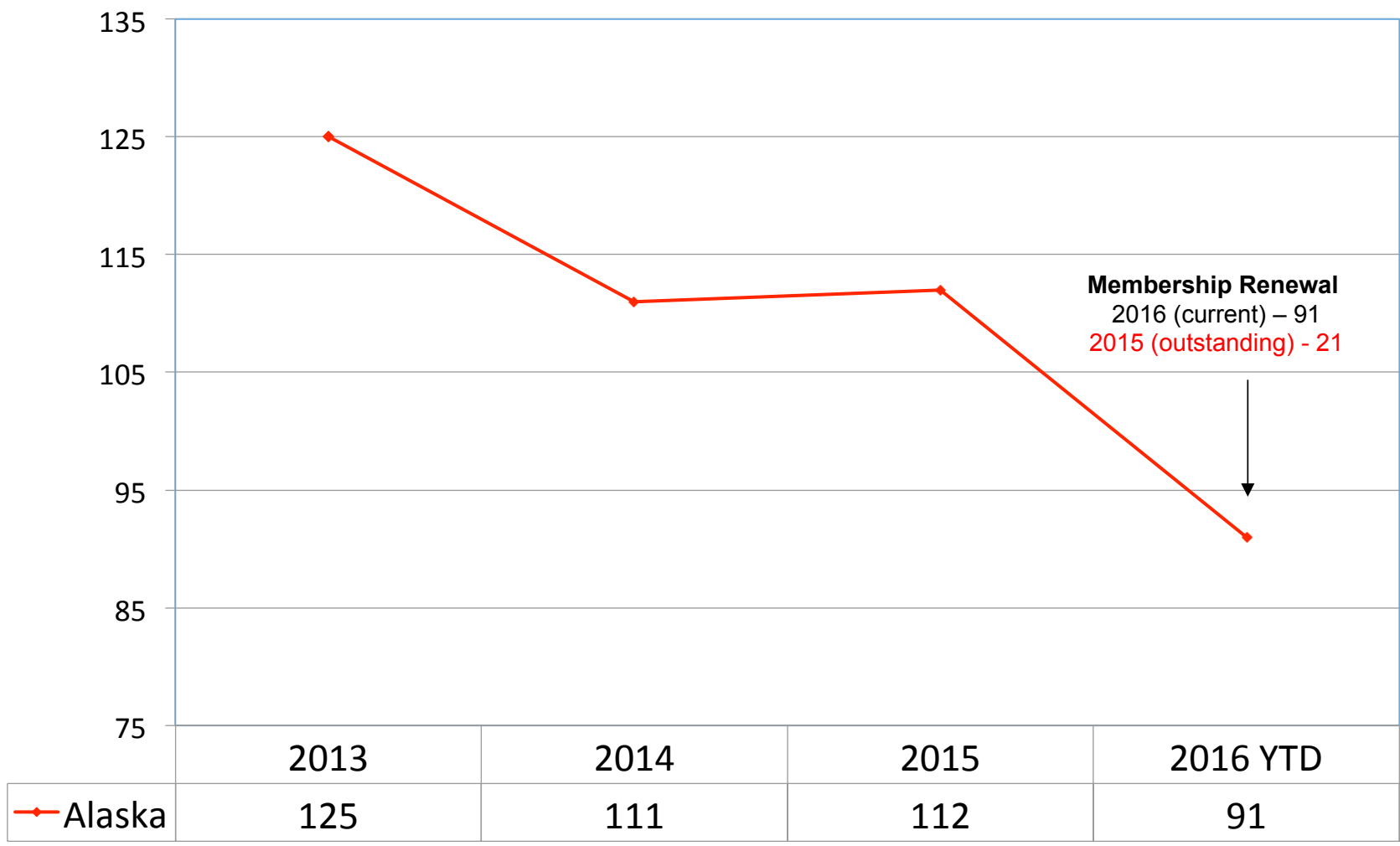
Membership by Age – Inland Empire



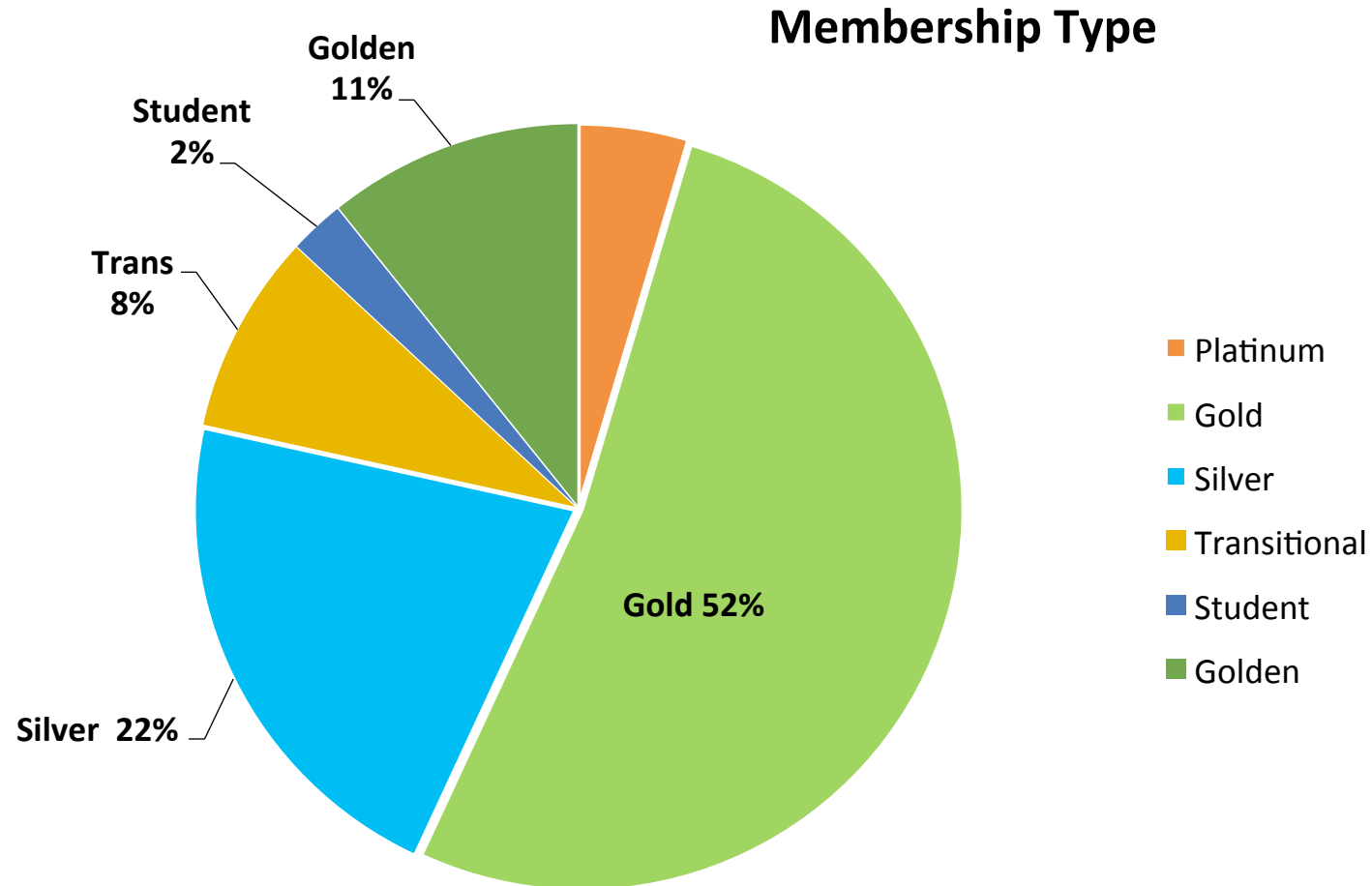
Membership by Year – Alaska



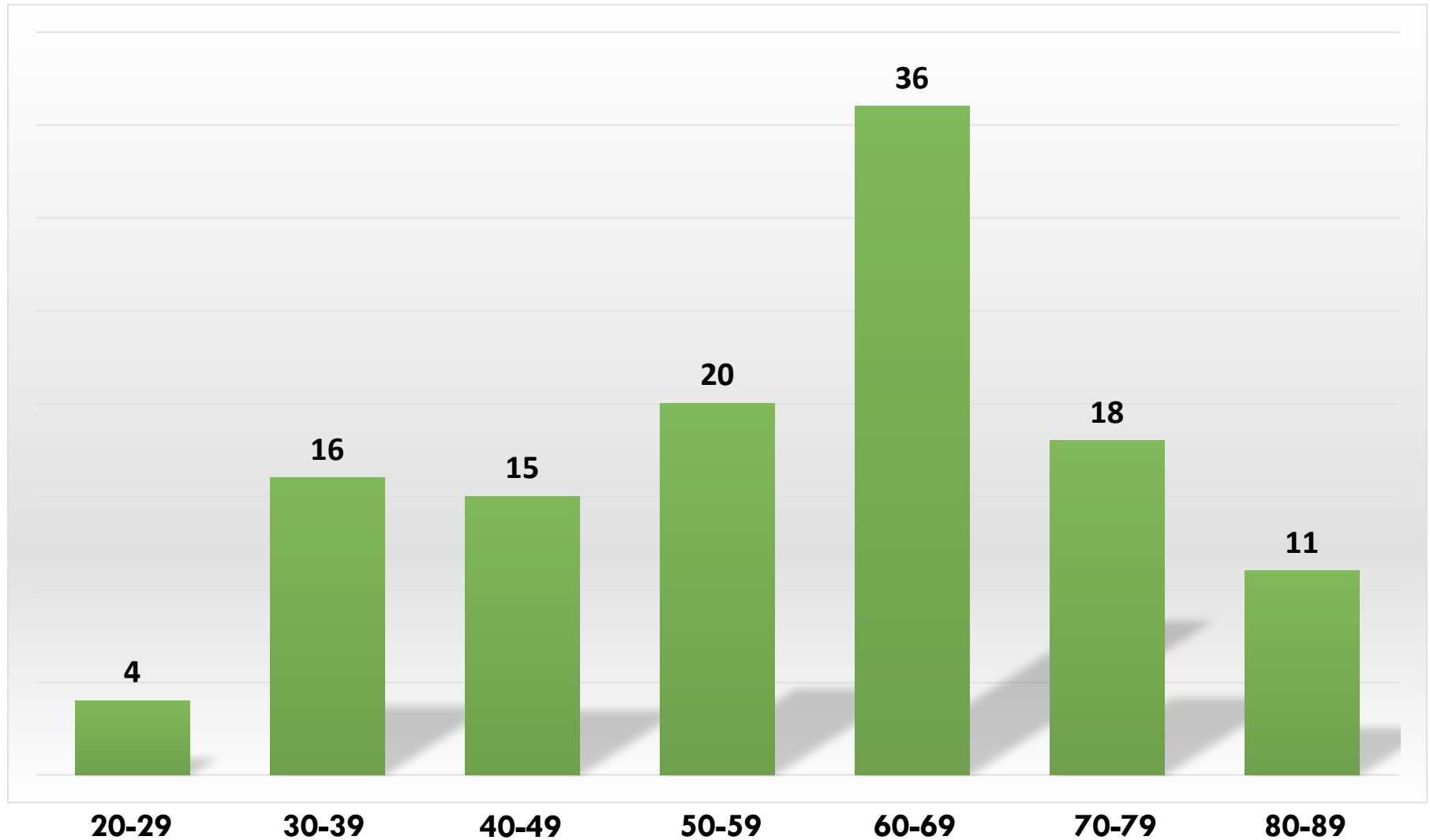
Alaska



Membership Type – Alaska



Membership by Age – Alaska





Membership Tools and Resources

Membership

Retention and Recruitment News



- Call campaign starts Feb 3 (please continue to call lapsed members)
- Only TWO monthly until grace period ends.
- Membership is everyone's responsibility – time is almost up.
- No more member-get-a-member campaign.
- New member-get-a-member campaign to roll out mid-2016.
- New database and what they will mean (anniversary membership)
- New Member Central area coming soon, may be down a few months but we will continue to provide monthly reports.
- Importance of contacting new/reinstated members – this should be done at Chapter level as well.

Membership

Monthly Leadership Report



Quick Links

[Recruitment & Retention Presentation](#)

[Company Membership Support Presentation](#)

[SAF Brand Movie](#)

[SAF Brand Playbook](#)

[Fellows](#)

[Field Forester Awards](#)

[Awards Applications](#)

[Name Badge Order](#)

[SAF Unit Operation Tips for New Leaders](#)

Leadership Report

October 2015

Membership Rosters

Current state society rosters are now posted. To access, please click the link below and log-in:

http://www.eforester.org/members/member_central.cfm

Questions regarding membership reports should be directed to membership@safnet.org.

2016 Membership Renewal Now Available

You may now renew your membership for 2016. To renew online, simply click [here](#). It's fast, easy and no need to mail or fax anything into the national office.

Anyone with question or concerns about their membership, please ask them to reach out to us directly at membership@safnet.org or call us toll free at (866) 897-8720.

Membership Promotion - New Members

Now is a great time to encourage students and other professionals to join SAF. If a new member joins today, they receive the remainder of 2015 **FREE!** Simply ask them to go to www.eforester.com and click the JOIN button at the top of the page. This promotion will automatically take effect once they pay for their 2016 membership.

SAF 2015 Annual Membership Meeting

The annual membership meeting will be held during the 2015 National Convention on Thursday, November 5, 2016, 6:30am-7:45am, at the Baton Rouge River Center East Ballroom, 275 S River Rd, Baton Rouge, LA 70802.

Membership

Monthly Leadership Report



The screenshot shows the SAF website interface. At the top left is the SAF logo with the tagline "forests. resources. communities.". To the right of the logo is the text "Society of American Foresters" and "Growing Better All the Time". Further right is a navigation bar with links: "About SAF", "Renew", "Join", "Profile", "My CFEs", "SAF Store", and "Member Login". Below the navigation bar is a horizontal menu with links: "Certification", "Convention", "Education", "Career Center", "Publications", and "Working Groups". To the right of the menu is a login box with a red arrow pointing to it. The login box contains a text input field with "309114", a password input field with "*****", and a "LOGIN ►" button. Below the login box is a banner image of a forest with autumn foliage. Below the banner is a "LOGIN" button. Below the "LOGIN" button is a link "Home > Login". To the right of the link is a "print version" link. Below the link is a GEICO advertisement with the text "Saving you green since 1936." and the GEICO logo. Below the advertisement is the text "Member Login Needed". Below the text is a link "Login box can be found at the top-right of the page, by clicking 'Member Login'". Below the link is a list of bullet points: "Login Name and Password are always case sensitive", "Login Name is your member or constituent number.", and "Password is the first three letters of your last name plus your membership or constituent number, where the first letter of your last name is capitalized." Below the list is the text "Member or constituent numbers are found on membership cards, renewal notices and magazine address labels." Below the text is the example: "Example: John Jones (#1234) gained access the first time using the following: Login Name = 1234 Password = Jon1234".

Member Login Needed

Login box can be found at the top-right of the page, by clicking 'Member Login'

- Login Name and Password are always case sensitive
- Login Name is your member or constituent number.
- Password is the first three letters of your last name plus your membership or constituent number, where the first letter of your last name is capitalized.


Member or constituent numbers are found on membership cards, renewal notices and magazine address labels.

Example: John Jones (#1234) gained access the first time using the following:
Login Name = 1234
Password = Jon1234

Membership

Monthly Leadership Report






Society of American Foresters
Growing Better All the Time

[About SAF](#)
[Renew](#)
[Join](#)
[Profile](#)
[My CFEs](#)
[SAF Store](#)
[Members Area](#)

[Certification](#)
[Convention](#)
[Education](#)
[Career Center](#)
[Publications](#)
[Working Groups](#)
[Business Directory](#)
[Event Calendar](#)



[Honors & Excellence](#)
[Chapter Resources](#)
[Foresters' Fund](#)
[Walk in the Forest](#)
[Conservation Education Guide](#)
[Membership Reports](#)

[Elections](#)
[Fellows](#)
[Step-by-Step Membership Guide](#)
[State Society Success Stories](#)
[SAF Structure](#)

[Home](#) > [Local Units](#) > [Chapter Resources](#)
[print version](#)

Membership Central

[Membership Webinar: Retention, Best Practices](#) 6/25/2015
[Membership Webinar: Tools for SAF Leadership](#)
[End of Month Reports](#)
[Newsletters](#)
[Board of Directors](#)
[Demographics](#)

AKSAF Roster - 10/7/2015	ANSAF Roster - 10/7/2015
APSAF Roster - 10/7/2015	CWSAF Roster - 10/7/2015
DASAF Roster - 10/7/2015	DCSAF Roster - 10/7/2015
GPSAF Roster - 10/7/2015	HISAF Roster - 10/7/2015
IASAF Roster - 10/7/2015	IESAF Roster - 10/7/2015
ILSAF Roster - 10/7/2015	IMSAF Roster - 10/7/2015
INSAF Roster - 10/7/2015	KTSAF Roster - 10/7/2015

Featured Links

[Donate Today!](#)

[Membership Directory](#)

[Leadership Directory](#)

[Certified Forester® Directory](#)

[SAF State Societies and Chapters](#)

[Presidents](#)

[Fellows](#)

[Dictionary of Forestry](#)

Recruitment Brochures:
Please print and use these as you need. If you would like these or other printed pieces mailed to you, email membership@safnet.org

Membership

Monthly Leadership Report



Sorted by:

- Last paid year (2013/ 2014 in orange and 2015 in yellow)
- Paid Date for current (2016) membership

Paid Dt	National Status	Constit Id	Active Years	Expire Dt	Class Code	Code Value	Code Desc	member type	Firstname	Mi
	LAPSED	305570	2	12/31/2013	CHAPTER	AK0001	Cook Inlet Chapter	SILVER	Maria	
	LAPSED	304086	3	12/31/2013	CHAPTER	AK0002	Yukon River Chapter	STUDENT	Benjamin	
	LAPSED	168098	7	12/31/2013	CHAPTER	AK0003	Juneau Chapter	TRANSITION	Randy	L
	LAPSED	168482	3	12/31/2013	CHAPTER	AK0004	Dixon Entrance Chapter	GOLD	Jason	
	LAPSED	300548	4	12/31/2013	CHAPTER	AK0005	Sitka Chapter	STUDENT	Darrin	
	LAPSED	160662	11	12/31/2013	CHAPTER	AK0005	Sitka Chapter	SILVER	Hans	
	LAPSED	56503	2	12/31/2014	CHAPTER	AK0001	Cook Inlet Chapter	SILVER	Ann	C
	LAPSED	161476	1	12/31/2014	CHAPTER	AK0001	Cook Inlet Chapter	SILVER	Anwar	
	LAPSED	7452	40	12/31/2014	CHAPTER	AK0001	Cook Inlet Chapter	GOLD	John	L
	LAPSED	16356	25	12/31/2014	CHAPTER	AK0003	Juneau Chapter	GOLD	Gary	J
	LAPSED	305951	1	12/31/2014	CHAPTER	AK0003	Juneau Chapter	SILVER	Pete	
	LAPSED	16599	20	12/31/2014	CHAPTER	AK0003	Juneau Chapter	GOLD	Michael	H
	LAPSED	6896	40	12/31/2014	CHAPTER	AK0003	Juneau Chapter	SILVER	John	B
	LAPSED	162662	4	12/31/2014	CHAPTER	AK0004	Dixon Entrance Chapter	TRANSITION	Jason	T
11/25/2014	Renew	12257	32	12/31/2015	CHAPTER	AK0000	Alaska SAF	GOLD	John	R
1/23/2015	Renew	40147	20	12/31/2015	CHAPTER	AK0000	Alaska SAF	PLATINUM	Louise	A
10/15/2014	Renew	1940	65	12/31/2015	CHAPTER	AK0001	Cook Inlet Chapter	GOLDEN	John	L
10/15/2014	Renew	2552	62	12/31/2015	CHAPTER	AK0001	Cook Inlet Chapter	GOLDEN	George	K
10/15/2014	Renew	3141	59	12/31/2015	CHAPTER	AK0001	Cook Inlet Chapter	GOLDEN	Vernon	J
10/15/2014	Renew	3919	55	12/31/2015	CHAPTER	AK0001	Cook Inlet Chapter	GOLDEN	John	C
10/15/2014	Renew	1552	65	12/31/2015	CHAPTER	AK0001	Cook Inlet Chapter	GOLDEN	James	H
10/30/2014	Renew	161874	9	12/31/2015	CHAPTER	AK0001	Cook Inlet Chapter	TRANSITION	Keith	M

Membership

Retention and Recruitment Actions



NOVEMBER, 2015		
When	What	Who
Nov 3-7	Attendees of National Convention encouraged to renew 2016 membership at SAF booth and receive free gift.	National Office staff
Nov 9	Leadership email sent. This email includes SAF leadership news, membership updates and links to monthly State Society membership rosters.	National Office staff
Nov 12	Invoices Mailed – 3 rd notice to renew 2016 membership.	National Office staff
Nov 19	Golden certificates and letters mailed.	National Office staff
Nov 30	Emails sent – 4 th notice to renew 2016 membership online.	National Office staff

DECEMBER, 2015		
When	What	Who
Dec 7	Invoices mailed – 5 th notice to renew 2016 membership.	National Office staff
Dec 21	Emails sent – 6 th notice to renew 2016 membership online. <i>"Less than two weeks to renew."</i>	National Office staff
Dec 28	Emails sent – 7 th notice to renew 2016 membership online. <i>"Only three days to renew!"</i>	National Office staff
Dec 31	Emails sent – 8 th notice to renew 2016 membership online. <i>"Last day to renew!"</i>	National Office staff

JANUARY, 2016		
When	What	Who
Jan 14	Emails sent – 9 th notice to renew 2016 membership online. <i>"We've extended your benefits."</i>	National Office staff
Jan 14	Invoices mailed – 10 th notice to renew 2016 membership. Stamped "PAST DUE" on the inside of the invoice.	National Office staff

Membership

Retention and Recruitment Actions



Build a Plan

- Each State Society, Division and Chapter should take the time to build a plan
- Part of this plan should include local unit tasks
- Each task should include the following:
 - Clearly define the task
 - State who is responsible for said task
 - What is your goal
 - End date

Budget

- When building your plan, keep in mind that some of your outreach may require funding.

Membership Recruitment and Retention

People join because they:

- Want to grow professionally**
- Desire a sense of community/belonging**
- Long to be part of something bigger**

Asking People to Join

Don't wait until the list is complete. Always remember the following when asking people to join SAF:

- Some people will join simply because they are asked, and many have never been asked before.
- Some will have to be convinced to join.
- Some will not join at all.
- All will act according to their perception of SAF membership benefits.



Retaining Members

*Membership retention begins when
an individual becomes a member*

Step One: Focus on Newer Members

- Delaying personal contact with new members will cause many members not to renew their membership after one or two years.
- Local units need to contact new members by phone, mail, e-mail, or in person as soon as possible. The national office sends new members an e-mail and membership packet within two weeks after receiving an application.



Retaining Members

Step Two: Establish a New Member Orientation System

- Units must follow up with new members and let them know that, in addition to the reason they joined, there are other reasons for staying in the organization.
- Units should orient new members by holding a member orientation meeting, social, or icebreaker to welcome members and introduce them to SAF benefits.
- Orientation meetings should also focus on the members' career, employment, hobbies, etc. Also give new members a chance to meet current members.



C. Retaining Members

Step Three: Try to Get Everyone Involved in an Activity

- When members get involved in SAF activities, it is less likely that they will drop membership because they view involvement as an additional way to get a return on their dues investment.
- Don't equate involvement in your unit with holding a leadership position such as an officer or committee member. Some members will never assume a leadership role, but that does not mean they aren't involved at a level that fits their time commitment.



C. Retaining Members

Step Three: Try to Get Everyone Involved in an Activity

- Think of involvement as meaning participation in activities such as going to a meeting, reading publications, or going online.
- The key to involvement as a retention tool is to document it. If you track the activities of your members, it pinpoints which members are not participating at all.

C. Retaining Members

Step Three: Try to Get Everyone Involved in an Activity

- Units can contact members early and get them active before they receive their dues renewal notice. Your unit can assign another member to contact the inactive member about ways to become involved or send a postcard, e-mail, or phone call.
- Another benefit to tracking member involvement is that the unit can assess which programs were best received by members.

C. Retaining Members

Step Four: Give some form of recognition to those who do get involved

- The fourth step in the retention system is remembering that every time a member gets involved in your unit someone needs to say, “Thank you!” Recognition for involvement is an important factor in getting members to renew their membership year after year.
- Remember that involvement and participation are the same to most members, so recognition for involvement also means recognition for participation.

C. Retaining Members

Step Four: Give some form of recognition to those who do get involved

- If a members attends a meeting or educational program, send a follow-up letter thanking the member for attending. Each time a member gets involved, there needs to be a corresponding and appropriate thank you.
- Attending one meeting does not warrant a plaque, but remembering to say thank you for participation enhances that chances that a member will renew their membership.

Getting Them Engaged

- Engaged members remain members
- People respond better to a 'direct ask' than a general request
- Identify what they need or want need locally
- Offer creative ways to be involved. Get their input.
- Implement an ambassador system
- Develop a mentor program

Getting Started

- **Create the plan and measure**
 - **Activities**
 - **Timeline**
 - **Assignments**
 - **Budget**
- **Use multiple channels of consistent messaging**
 - **Tell them, tell them and tell them again**

Know the Benefits

Here are just a few benefits they can use:

- Get informed about policy, GIS, and technology with *The Forestry Source*.
- Grow your knowledge with fresh research from the *Journal of Forestry*.*
- Find your competitive edge with the nation's largest listing of continuing forestry education.
- Free checking, low-rate loans, and more with new Credit Union benefit.
- Discover your dream job in the SAF Career Center.
- Shop at the SAF Store for merchandise and resources
- Get discounted rates on Consulting and Prescribed Fire Insurance.
- Receive discounted rates on automotive insurance.
- Improve your credentials with discount for Certified Forester exam.
- Purchase discounted life and disability insurance.

Also don't forget the SAF National Convention each Autumn.

See full details at www.safconvention.org

**not available with Silver Membership.*



Membership

Retention and Recruitment Actions



Communication Plan

- Build into your overall Communications Plan for the year
- Oregon has developed an excellence plan for 2016.

	FORESTRY SOURCE			Source 2/28 Done
By 12/1/10	Ensure that Chapter Communication Positions are established and are maintained	Make Co/Wyo more effective	Steve Ambrose	To Do
Ongoing	Provide advice and assistance to the Chapter Communications Position.	Get started to communicate to chapters	Steve Ambrose	To Do
By 5/15/15	Rework SAF State Displays	Use for visibility opportunities	Steve Ambrose Lisa Mason Phil Hoefer Mike Eckhoff	In Progress
By 6/15/15	Send out questionnaire about the use of social media and implement the findings.	SAF Members become better informed	Steve Ambrose Lyle Laverty Mike Eckhoff	Done
By 12/1/15	Determine if there is a need for a media workshop at the State Meeting	Improve media skills and communication	Steve Ambrose	Done – Too early, maybe later.
Ongoing	Continue to use the Timberline Newsletter as a source of information for SAF. Encourage	Provide SAF updates and improve communication	Jim Thinnies Steve Ambrose Chapter Chairs	Ongoing

Membership

Retention and Recruitment Actions



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Thank You for Being a Member

- Christopher Whited
- Senior Director of Marketing and Membership
- _whitedc@safnet.org
- (866) 897-8720 x110



Member Value Survey Results

- 1474 people or 15.5% of those polled
- 95% confidence level in results
- Excellent parallel in the profile of those who responded to membership composition.
 - Member type, degree and tenure of membership
- Research company built an engagement model based on responses to overall value, likelihood to recommend membership and likelihood to renew. SAF received only a 19% strongly engaged score.
- GenX and GenY groups are typically less engaged.
- So are those who have been members 10-19 years.
- Very well acquainted with membership benefits.



Four Primary Categories: Why Members

- **State Society/Networking** Segment (45% of membership):
 - More Females than other segments, GenY and less than 10 years of membership
 - This segment is the youngest/newest to the profession and they closely resemble the Support the Profession and Education segments in terms of professional needs.
 - Their membership is driven by a need to find a job – their connections become mentors, colleagues, and friends.
 - This segment emphasizes return on investment with their membership, unlike the Support the Profession & Education segments.



Four Primary Categories: Why Members

- **Support the Profession & Education** Segments (15% and 11% of membership, respectively):
 - Typically Male, baby boomers and 20-30+ years of membership
 - These groups are primarily at or near retirement age and renewal has been nearly automatic over the years. This group joined SAF because it was “the right thing to do.”
 - These segments look very similar, but the Support segment lacks the certified forester credential.
 - These groups are also the attenders: they choose to be involved in the state society and attend the Convention, but inconsistent experiences in both have led them to being the least engaged today.



Four Primary Categories: Why Members

- **Stay Current Segment** (26% of membership):
 - Mix of men and women, Gen X, mixed tenure of membership
 - This segment, which is different from the rest, has the largest percentage of “non-traditional” foresters, who are not necessarily interested in the production and procurement aspect of forestry but are more focused on the “green” issues related to their environments.
 - SAF’s publications and research (via the journals) are their way of staying informed and have the most impact on their level of Engagement.
 - This group is also looking for a voice, which can be delivered through the Convention and the working groups.



Four Primary Categories: Why Members

- Support the Profession and Education segments could be viewed as the “past and present” of the membership. State Society/ Networking and Stay Current segments could be viewed as the future of the membership, the profession, and the environmental playing field.
- There are two needs that tie all four together: **feeling like I belong to a community** and **member advocacy** (being the voice of the profession).



Four Primary Categories: Why Members

- Belonging to a community encompasses two key experiences at two different levels of the organization: the state society and the National Convention.
- The state society experience is viewed inconsistently and yet is the primary vehicle for member interaction. This experience is a key to local engagement
- For the State Society/Networking segment, “community” is tied closely to networking to find a job and/or a mentor. Over time, “community” and networking evolves into maintaining close relationships/friendships (most apparent for the Support the Profession and Education segments).



So What is Next

- Working with local units
- Strong, consistent local experiences
- Improve networking
- New products and benefits for members
- More ways of being engaged and recognized
- Addressing different needs for different levels in career and generations