

Kahshe Lake Ratepayers Association

Terms of Reference for the KLRA Outreach Committee



Version: 21 July 2013
Adopted:



Kahshe Lake Ratepayers Association (1994) Inc. (KLRA)

www.kahshelake.ca

Introduction

This document outlines the Terms of Reference for the Kahshe Lake Ratepayers Association’s (“the KLRA”) Outreach Committee (the “Committee”).

Mission

The mission of the Outreach Committee is ***to promote, enhance and support the mission of KLRA in creating community.***

Committee Mandate & Responsibilities

Under the authority and governance of the Kahshe Lake Ratepayers Association, the Committee, a standing committee of the KLRA, shall:

- Actively recruit new members
 - Promote the activities of KLRA within the lake community and the greater Gravenhurst area
 - Maintain an accurate database of Association members, including records of fees paid and fees carried forward
 - Maintain orderly records of the Committee that can readily be retrieved by identified individuals (members, Board members)
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Governance

The Committee is exclusively and solely accountable to the KLRA Board of Directors.

The KLRA Board of Directors shall appoint, at its sole discretion, the Committee Chair for a period of two years. The term of the appointment shall begin on the date of appointment.

The Chairperson serves at the sole discretion of the KLRA Board, and may be dismissed without cause at any time.

Except the Chairperson, Committee members need not be approved by the KLRA Board of Directors.

The Committee shall report to the KLRA Board of Directors in accordance with the responsibilities of the Chairperson, outlined in section “Responsibilities of the Chairperson”, below.

Responsibilities of the Chairperson

The Chairperson shall:

- Take appropriate action to fulfill the mandate and responsibilities of the Committee, as outlined above in section *Committee mandate & responsibilities.*
 - Prepare an annual budget and report, submitted to the President of the KLRA on or before the date requested by the President.
 - From time to time, at the request of the KLRA’s President, report to the KLRA Board of Directors the activities of the Committee and/or any event or issue that may concern the Board.
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- Immediately make the Board aware of any events or issues regarding issues related to membership, technology, community events and other activities that may impact on the KLRA
 - Maintain the records of the Committee in good order and in a form that the records may be transferred to and used by subsequent Committee members.
 - Ensure the smooth transition of responsibilities to the successor Chairperson.
 - Follow the financial and administrative procedures of the KLRA as outlined by the Treasurer.
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Modifications

The Terms of Reference, including Appendices, are policy of the KLRA. Modifications, alterations or amendments may be made only by the KLRA Board of Directors.

APPENDIX A

Action Plans

1. MEMBERSHIP

The Committee will:

- Organize and carry out a membership renewal program and membership drive, using the web site, newsletter, e-mail and/or direct mail (Appendix B)
 - Prepare a welcome package for new members
 - Prepare an information package for potential members
 - Develop an incentive program for current members to encourage new residents to become members (i.e. a complimentary KLRA coffee mug as to the referring member)
 - Set up and staff KLRA membership desks at all sanctioned KLRA activities, including but not limited to the annual AGM, regatta, picnic and Craft Show.
 - Contact local real estate agents to learn of new owners
 - Reach out to new owners, welcome them to the lake and introduce them to join KLRA
 - Deliver a handbook , “Good Neighbour Handbook, to all members
 - Carry out the Outstanding Volunteer Award program
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2. COMMUNICATION

a. PRINT

One person shall be designated as the chief editor, responsible for gathering content, preparing the layout, publishing in both print and electronic formats, obtaining paid advertising.

- The Committee will strive to publish 3 newsletters per year.
 - A Special Notice of “This Summer at the Lake” will be prepared and hand delivered (dock drops etc) to each home/cottage in the lake area.
 - Conduct membership surveys as needed
 - Inform members of association activities, news and opportunities for participation
 - Create and distribute such materials as requested by the Board of Directors
 - The print material will be archived on the website
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b. WEBSITE

One person shall be designated to be web manager, to support the website, decide upon content, upload content, monitor the discussion forum etc.

- Facilitate the membership renewal process, by offering renewals on-line.
- Highlight major events within and outside the lake community
- Maintain a separate section for exclusive use of the Board of Directors
- Provide a forum for members to discuss timely and appropriate topics
- Provide a forum for members to barter, sell and exchange items.
- Send out notices to members when requested to do so by the Executive
- Facilitate the membership surveys, by offering input on-line.
- Receive all emails addressed to the KLRA as anything@kahshelake.ca and forward to the appropriate Board member.
- Support members and answer their questions regarding the web site.
- Create new pages and upload reports and photographs for yearly events.
- Update pages as new information becomes available.
- Customize the Header each year with new winning photographs.
- E-mail the Newsletter to members who have requested that service.
- Archive KLRA newsletters

c. MEDIA LIAISON

- Preparing timely articles and press releases for the local media
 - Act as media liaison as needed
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3. COMMUNITY OUTREACH

The Committee will search out ways to promote KLRA within and outside of the lake community by:

- Reviewing our print identity to develop a readily identifiable logo which is symbolic of KLRA
 - Preparing and selling items featuring the KLRA logo, such as t-shirts, hats, mugs etc.
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APPENDIX B

Membership Renewal Drive Proposals

- Timeline: First Blitz in September 2013
- Create four lists;

Renewal List (those due for renewal)



Prospective Members (current non-members)



Lapsed Memberships



Membership Renewal Not Required

- Obtain samples of previous correspondence from archives, secretary or?
 - Create correspondence packages for the three target groups (*Please Renew Now, Please Join Us, We Miss You* etc.)
 - Blitz to be a combination of e-mail and direct mail, based upon preferences as we know them
 - Encourage members to take out long term memberships by offering a draw (prize structure: golf green fee, 1 yr. free KLRA membership extension onto their renewal, KLRA t-shirt)
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