

Beatrix Farrand Society Development Committee Discussion and Proposal

August 2, 2014

Discussion

The overwhelming success of the July 20th landscape Lecture and Tour has already led to questions of what we will do next. Part of the resulting discussion will involve what the next event should be about. Even more important, we feel, is building a stronger structure on this achievement, for the following reasons.

July 20th went extremely well, thanks to the efforts of Neil, and the ad hoc committee that he recruited and led. But now that it's over, is there an existing continuing body to incorporate its feedback and lessons learned into planning future events? Should't there be, say, an annual plan and a three year plan, to be reflected in the content and tone of our various appeal letters? Under the present system, we rediscover the wheel every year.

As another example, is our membership committee charged with approaching July 20 participants who are non-members, as well as participants in last year's forum, to see if they now want to become members? Further, how do we insure we take care of disappointed would-be participants, who may have been told that they will be given preference at next year's event?

Proposal

Ideally, we would have an annual plan and a three year plan, validated annually, setting forth annual themes underlying all important decisions and communications. Thus, the annual appeal might begin: "This year, our prime objective will be strengthening horticultural education. To that end, etc....." . In short, everything we write about and talk about and do reinforces everything else. To do that, we recommend a comprehensive Development Committee to take charge of:

- 1) Overall Development Planning
- 2) Annual appeal letters
- 3) Membership growth and maintenance
- 4) Programs and Events
- 5) Funding an endowment, including major gifts and bequests

At a minimum, the consolidated Development Committee should include the Program and Events Chair, the Open Days Coordinator, a Membership Officer, and the Treasurer. Under the Program and Events Chair, a Major Event Vice-Chair, also a member of the Development Committee,

would chair a subcommittee for that year's event. Ideally the prior year's Major Event Vice-Chair would also serve on that subcommittee. Other subcommittees, membership for example, can be appointed, The president will be a member ex-officio of the Development Committee.

The Development Committee will, of course, be subordinate to the Board, The Board will approve the plans, annual and three year, at its October meeting.

Moorhead Kennedy-Development Committee Chair
Dave Hollenbeck-Vice President