

Sample “Membership” Report
“Wear Your Colors and Logo Proudly”

The __ County OHCE Membership Committee consulted state membership goals and in committee meetings devised a resolution for consideration at Spring OHCE Council that reflects those goals and acknowledges two perceived needs in the county. Through a questionnaire sent last December to each county member, two membership needs were determined: **to increase membership numbers** and **to increase OHCE awareness** through increased visibility of the OHCE logo, labels, and decals. (Related Materials A—“Needs Questionnaire”)

The plan developed by the Membership Committee was to supply for each OHCE member low-cost due to a partial support by county treasury OHCE logo-embazoned polo shirts, vests, tote bags, notebooks, nametags, and pins to wear to OHCE events such as workshops and demonstrations at county events, tours, 4-H fun days, and community service projects.

For instance, for “Writing Publishable News Articles” an open-to-the-public workshop, OHCE advertised with prominently displayed OHCE logo and organizational purpose statements via Facebook posts, news articles, and 50 flyers distributed across the county. The OHCE workshop participants and leaders wore their vests or polo shirts embroidered with the OHCE logo and carried tote bags printed with the logo. Workshop name tags and complementary pens and note pads visibly displayed the OHCE logo, and the refreshment and luncheon tables displayed Extension materials and tri-folds evidencing recent OHCE community service projects.

The result of the single workshop effort to market OHCE by making OHCE and its logo visible at the news writing workshop was the addition of 2 non-members to the participant list. Both participants eventually became OHCE members by the end of the recruitment year! One of those new members was a local newspaper reporter, a featured guest at the news writing workshop. An OHCE Membership Committee member kept in contact with all perspective members with plans for and results of events and repeated invitations to establish membership with OHCE.

For the year, due to the increased presence of OHCE marketing as stated by Membership Committee State Goals, an increase in OHCE logo visibility in news coverage in 12 news articles and 3 purchased ads added a total of 10 new members to OHCE, a 20% increase for the year.

Poling of those 10 new members shows their increased awareness of OHCE coupled with invitations from excited and involved members led them to seek their own involvement in OHCE community service projects. (Related Materials **B**—“**New Member Poll**”)

This county OHCE membership wears OHCE colors and logos proudly in support of a superior organization.

Some Positive Elements of the Sample Report

- Although short, the sample reports a single committee's objective concisely and clearly.
- It follows the suggestions for report improvement.
- The story concentrates on **membership** because it is a **membership report** and uses active **membership** verbs and their synonyms.
- No additional information is included in the story (however impressive it may be!) unless it applies to the report's success.
- That "additional information" may, however, be added to this basic story for another report for a different goal/committee which would also emphasize goals and judging criteria peculiar to that other goal/committee. Include only the information requested in "*Criteria for Report Book Entries*" from OHCE Policy Book: Section XII—16-17.
- This **membership** report does not tell who supplied lunch (though that might be reported by the local OHCE group which brought in stew and cornbread as a **Healthy Living** project.) It does not tell who prepared informative displays (though the reuse, recycle, reclaim posters displayed at the event might be reported as a **Resource Management** project by that county committee or local group.) It does not detail the child care arrangements (**Family Living**), who took photos of the participants (a likely **Photo Contest** entry), or the source of educational handouts (though those handouts might be included as "optional related materials" **if** they add positively to the **Membership** report.)
- At <http://humansciences.okstate.edu/fcs/ohce> the updated goals of each state committee may be accessed through Resources→ State Goals→ Membership. Those most recent **membership goals** were used in this sample **membership report** to outline the plan for reporting so the story aligns with at least 1 published **Membership Committee goal**, "Market OHCE," and exactly follows the reporting criteria found in updated OHCE Policies.

Some Action Verbs to Use in Membership Reports

Determine, decide, consider, _____

Invite, call, publish, post, advertise, _____

Assist, help, direct, strategize, develop, _____

Show, demonstrate, encourage _____

Share, present, train, instruct, _____

Sponsor, contribute, support, purchase provide, _____

Explain, lead, discuss, _____

Consult, listen, network, circulate, _____

Organize, schedule, plan, establish, _____

Consider, develop, utilize, anticipate, _____

Evaluate, analyze, critique, conclude, _____

*** Template for reports ***

(A Sampler, a Starter, a Help--Not a Form!)

_____ **Committee Report**

_____ OHCE Group of _____ County planned through the _____ County OHCE _____ Committee a project that addresses the State _____ Committee goal of _____. The specific project was voted on as a resolution presented at OHCE Council meeting and was adopted by membership with a majority vote. _____ (briefly name the situation and considerations) _____.

The objective(s) of the project was (were) to _____ (planning) _____.

The processes of the project were to _____ (actions taken) _____.

The results of the project were _____ (increases, skills learned, percentages, etc) _____.

The project involved _____ (# or % of members and partners as participants, planners, and leaders) _____.

The future of the successful project addressing the State _____ Committee goal of _____ is to _____ with _____ and _____.