

*Our members spoke. We listened. Here is what we heard across five key themes—and what we are doing about it.*

## WHAT WE HEARD

### THEME 01

#### **Forming Connection Across Our Region**

- More activities distributed across all geographic areas
- Volunteer shifts available in every region
- Past area meetings were effective at bridging distance
- Members want more ad hoc social and fun gatherings

### THEME 02

#### **New Member Experience**

- Provisionals felt disconnected from the larger League
- Strong desire to serve on committees and lead projects
- Active members must do more to welcome provisionals
- Connection is the throughline for new member retention

### THEME 03

#### **Committee Experience**

- VPs carried a disproportionate share of the workload
- Goals went unmet without adequate member support
- Members lack clarity on their committee obligation

### THEME 04

#### **Sharpening Our Focus Area**

- Members unsure what the League truly focuses on
- Sustainers want to see clear impact and know where donations go
- The JL should be recognized experts in our focus area

### THEME 05

#### **Fundraising**

- Need fresh fundraisers that are public-facing and adult-focused
- Higher ticket price events to grow revenue
- Every member should be educated on fundraising
- Shared ownership: every member must do her part

FROM LISTENING TO ACTION

## What This Leads To

ACTION 01

1

Proposal for updated member obligations

ACTION 02

2

Rebuilding areas and reinstating area meetings

ACTION 03

3

Two new member classes with a hybrid course and committee model

ACTION 04

4

Survey this summer, refine our focus area, and vote in the fall