

# AMERICAN CANYON ARTS FOUNDATION

## Board of Director's Policy Manual

### Membership Policy

Adopted/Revised:  
October 9, 2013

#### I. Purpose/Intent

Members are critical to the American Canyon Arts Foundation (ACAF), not only for financial reasons but because they represent a volunteer workforce that allows ACAF to put on our programs and events. To ensure new and returning members are treated fairly and with respect, certain protocols are necessary, as well as services and benefits to encourage continued membership.

#### II. Authority

The Board of Directors has the authority to establish policies under Article 12, Section 2 of the By-Laws, and approved this policy by adopting Resolution 2013-02.

#### III. Policy

##### ***Section One: Membership Levels.***

1. There are three levels of membership: Individual, Family and Student. The annual membership dues are set forth in the Board's Master Fee & Charges Schedule. Although the Family rate entitles all members of the immediate family (spouse and siblings) to participate in ACAF's programs and services, the Family rate only represents two votes in any Regular or Special Membership Meetings. Businesses may be sponsors at varying levels of financial and in-kind support, but they are not entitled to be voting members.
2. There is no proration of membership dues for new members. However, any new member that signs up after November 1 will be a member not only for the balance of that calendar year, but also for the next year as well. Renewing members that pay late must still pay the full annual membership fee.
3. Some members join because they are artists and see the Foundation as a means to further their craft. Others join as patrons to the arts and are not artists *per se*. The Board is encouraged to develop programs and charges that reflect this difference.

##### ***Section Two: Membership Application and Follow Through.***

1. All new and returning members must complete a Membership Application, which is attached to this policy. The actual form may be modified from time to time as appropriate by the Membership Committee. The membership application should be available in both a hard copy and online through the Foundation's website and Facebook account.
2. Every new and returning member is to receive a letter confirming their membership and welcoming them to the Foundation. The letter should be signed by the President, and should also include a summary of membership benefits and services. The more the letter can be personalized to the individual member, the better.

3. Member information is to be entered into the Foundation's electronic database. Member information shall not be shared with any other organization—nonprofit or otherwise—without the member's approval. Exceptions may be made where required by law or court order.
4. A New Members Reception should be hosted by ACAF each year, generally in the early Spring. All new and returning members are to be invited, and new members should be encouraged to participate in a new member's orientation. The Membership Committee is responsible for organizing the reception and orientation.
5. The annual membership renewal should be initiated in the late Fall, and can be coordinated with the annual Membership Meeting (e.g., encourage attendance at the Annual Meeting, and collect membership dues at that event). Initial and follow-up letters (or other methods of communicating) should go to all current members. There should be at least two efforts to encourage membership renewal: the initial renewal notice and at least one follow up.
6. New memberships should always be encouraged. Visitors to the Gallery or participants in ACAF events and programs should be contacted and asked to join. Former members should be re-contacted, if for no other reason to learn why they did not renew membership. New Membership Drives should be initiated in the fall, by reaching out to other art-related groups for new members as well as general advertising. Soliciting Student members from our schools should be coordinated with the appropriate officials at those schools.

**Section Three: Member Benefits.**

1. Voting Rights and Governance Opportunities. All members are entitled to vote for Board members and any changes to ACAF's By-Laws at the annual Membership meeting or any Special Membership meeting. Members are also eligible to serve as Directors or Officers of ACAF.
2. Entry Fee Discounts. Members receive a discount on the entry fees for ACAF programs and events.
3. Artist Fellowship. Members benefit from working with other artists, and learning from those artists. In addition, members are entitled to rent space at the Foundation's Gallery and Art Center; use the Lending Library set up by ACAF; receive the monthly newsletter; and join field trips and *plein air* painting events hosted by ACAF.
4. Better access to art programs and services outside American Canyon. By joining ACAF, it will be more cost-effective to participate in art-related training, events and programs offered by groups throughout Napa County and the North Bay area. This is accomplished by sharing entry fee costs and the work of preparing/organizing display materials. ACAF is committed to partnering with art groups throughout the North Bay Area, and sharing resources for the benefit of all artists.
5. Other benefits and services. The Membership Committee is responsible for developing other benefits and services to members, based on the needs and requests from the membership, and the fiscal and other resources capacity of ACAF.

**Section Four: Volunteer Program.**

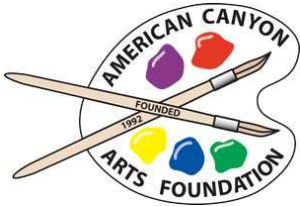
1. People join organizations such as ACAF because they support the mission and purpose of that organization, and generally because they want to help it succeed. Accordingly, a strong and engaged

membership is also a good source of volunteer labor needed to put on the Foundation's annual events and programs. Part of the orientation process for new members should include identifying their skills and interests, and determining how those skills and interests can be put to use for the benefit of ACAF.

2. The Membership Committee is responsible for developing a list of jobs and projects that members can volunteer their time to complete. The list should reflect the annual programs and events produced by ACAF, and staffing the Gallery, as well as promotional and marketing skills, computer and software skills, and fund raising abilities.

***Attachments:***

1. Membership Application
2. Sample Membership letters/templates



# American Canyon Arts Foundation Membership Application

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/ST/Zip: \_\_\_\_\_

Phone Nbr(s): \_\_\_\_\_

Email: \_\_\_\_\_

**Member Status:**

- New Member
- Renewal

**Membership Level:**

- Student (\$10/yr.)
- Family (\$50/yr.)
- Individual (\$25/yr.)
- Patron/Sponsor (\$\_\_\_\_\_)

**My interests include (check all that apply):**

- Painting
- Photography
- Music
- Other: \_\_\_\_\_
- Crafts
- Ceramics
- Sculpture
- Performing Arts
- Written Word
- Multi-media

**I would like to help with (check all that applies):**

- Arts Extravaganza
- Other Programs & Events
- Member Services/Activities
- Newsletter
- Other: \_\_\_\_\_
- Open Studios
- Art Gallery
- Recruit New Members
- Social Media (website, Facebook)
- Winterfest Craft Show
- Advertising/Marketing
- Fund Raising
- Teach Classes

**How did I hear about the Foundation?**

- Already a member
- Signage or other Advertising
- Other: \_\_\_\_\_
- Foundation Event
- Direct contact by ACAF
- Newspaper/Internet
- Drove by the Gallery

**What do I hope to gain from membership?**

**Mail completed application and check payable to:**

American Canyon Arts Foundation  
3441 Broadway St.  
American Canyon, CA 94503

Pay online at [www.amcanart.org](http://www.amcanart.org); Contact us at (707) 557-2176.

\_\_\_\_\_  
**Member Signature**

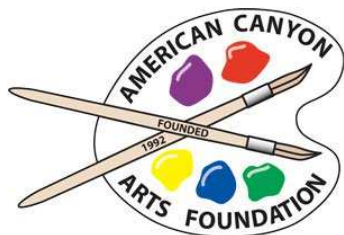
\_\_\_\_\_  
**Date**

### **Notes on Member Welcome Letters:**

1. Immediately upon receipt of the application and payment, enter the member data into our membership database, and send a confirming email acknowledging payment (which also validates the email address, in the case of new members—remember to include a receipt of message with your email).
  - a) For renewals near the end of the year, include Winterfest and Annual Meeting information.
2. As soon as possible, follow up with the welcome letter (for either new members or renewing members), mailed to their home address.
3. One week later, follow up with an email asking if they would like to join one of the committees, based on their application. If no preferences are indicated, just ask what they'd like to help with.

### **Notes on Member Renewal Letters:**

1. In early October of each year, send an email reminder to all current members that they will need to renew their membership and include the Membership Application form. Note they can pay online or by check.
2. In early November, send the first renewal letter to all existing and former members. This also allows notice of our upcoming Winterfest program and Open House, as well as a “save the date” for the Annual Meeting (date only, unless full details are known).
3. In mid to late December, send a second reminder letter, and note that members can renew at the Annual Meeting, and include the particulars for the event.
4. In January (after the Annual Meeting), send a follow up email reminder that their membership has expired, but they can still renew, online or by check.
5. *Steps 2-5 only apply if the member has not yet renewed. It is important to avoid sending notices to members that have already renewed.*



# American Canyon Arts Foundation

*Established in 1992; Incorporated in 2014*

*Date*

*Name*

*Address*

*City/ST/zip*

Dear

On behalf of the American Canyon Arts Foundation, I want to say **WELCOME** and **THANK YOU** for joining American Canyon's oldest community arts organization.

As a member, you will receive the following benefits and opportunities:

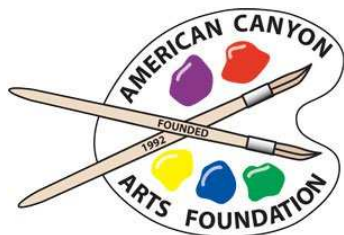
- Discounts to Foundation events and programs, including entry fees
- Invitations to special presentations and field trips
- The opportunity to work with--and learn from--other artists in the community
- The ability to rent space at our Gallery for your artwork, as well as to hold receptions to showcase your work
- Receive regular newsletters and notices from the Foundation and other art-related organizations in the North Bay area
- The right to become a Board member, as well as to participate in committees and other governance issues with the Foundation
- The chance to build recognition for the arts and artists in American Canyon!

We also look to our members to help out with the operations of the Foundation or its many annual events. By participating on one or more of our committees, you help make the Foundation stronger and more effective; and you'll get to know other members as well.

Once again, thank you for joining. Over the next few months, I hope you will take advantage of the many services and programs that we offer, and I hope to see you at one of our events.

Artistically yours,

Mark Joseph, President



# American Canyon Arts Foundation

*Established in 1992; Incorporated in 2014*

*Date*

*Name*

*Address*

*City/ST/zip*

Dear \_\_\_\_\_

**THANK YOU** for renewing your membership in the American Canyon Arts Foundation, the oldest community arts organization in town.

We appreciate your support and encourage you to take advantage of the many benefits of membership:

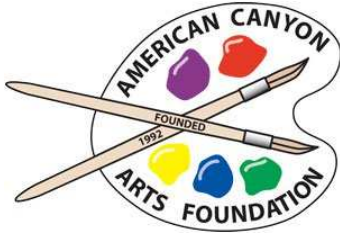
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- Receive regular newsletters and notices from the Foundation and other art-related organizations in the North Bay area
- The right to become a Board member, as well as to participate in committees and other governance issues with the Foundation
- The chance to build recognition for the arts and artists in American Canyon!

We also look to our members to help out with the operations of the Foundation or its many annual events. If you already serve on a committee--thank you! You know how rewarding it can be. If not, we hope you will consider joining one. By doing so, you help make the Foundation stronger and more effective; and you'll get to know other members as well.

Once again, thank you for renewing. Over the next few months, we hope you will continue to take advantage of the many services and programs that we offer, and we hope to see you at our events.

Artistically yours,

Mark Joseph, President



# American Canyon Arts Foundation

*Established in 1992; Incorporated in 2014*

Date

Name

Address

City/ST/zip

Dear \_\_\_\_\_,

I want to start by saying **Thank You** for your support as a member of the American Canyon Arts Foundation, and to ask for your help again by renewing your membership in the oldest community arts organization in American Canyon.

Thanks to your membership and hard work, this year we accomplished the following:

- Held a successful Arts Extravaganza event, with over \_\_\_ people enjoying the artwork of over \_\_\_ artists. We were able to generate \$\_\_\_\_\_ in net revenues.
- We continued our programs to support public schools, by offering a \$500 scholarship to a graduating Senior at the High School; the Student Artist of the Month program at the Gallery; and helped with the High School's "Howling with the Wolves" event.
- There were \_\_\_ receptions and shows at the Gallery last year, and sales were up \_\_\_% from last year.

With your continued support, we hope to complete the following goals and projects:

- Increase artist participation by ...
- Improve the financial health of the Gallery by ...
- Work with the City/Schools/other Partners to accomplish ... by doing ...

Enclosed is our Membership Application, which you can fill out and return with your check payable to the **American Canyon Arts Foundation**. Or you can renew online at [www.amcanart.org](http://www.amcanart.org) Dues are still only \$25 per individual; \$50 for a family; and \$10 for High School students and younger.

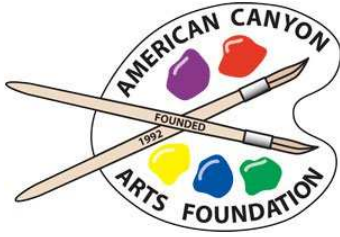
We appreciate your help in the past and look forward to your continued support in the future.

Artistically Yours,

Mark Joseph, President

**PS –Don't forget our annual Open House on \_\_\_\_\_, which is also the start of Winterfest!**





# American Canyon Arts Foundation

*Established in 1992; Incorporated in 2014*

*Date*

*Name*

*Address*

*City/ST/zip*

*Dear \_\_\_\_\_,*

Our records show you haven't renewed your annual membership in the Foundation yet. We know it can get busy during the holidays, so we wanted to make renewal as easy as possible.

- Fill out our membership application and return it with your check payable to the **American Canyon Arts Foundation**.
- Or you can renew online at [www.amcanart.org](http://www.amcanart.org).
- Or you can attend the Annual Members Dinner meeting, scheduled for \_\_\_\_\_ at [location], starting at \_\_\_\_\_. You can pay for your dinner **and** renew at the same time.

We appreciate your help in the past and look forward to your continued support in the future.

Artistically Yours,

Mark Joseph, President