

FREA Strategy Session: Opportunities for Growth

October 3, 2008, FREA Annual Meeting

Membership Strategies

- Identify groups with a common goal and create alliances toward that specific goal
 - Consider associate memberships with other organizations
- Do a better job reaching out to existing members
- Engage members to volunteer on specific FREA activities/action items
- More frequent membership activities
- Regional chapters (hub and spoke)
 - North Carolina example
 - Consider county-based chapters to promote within local communities
 - Dinner parties (wine and learns)
 - Solar house parties
 - Local community presentations
 - Community events
- New membership packet
 - Sticker
 - Information on our services and members
- Do more press releases for magazines, etc.
- Define benefits of FREA membership more clearly

Fundraising Opportunities

- Craig and Bob will obtain 501c3 November 16th (Board meeting)
- Apply for grants as a 501c3
- Look for donors
- Commercial sponsors/associate members
- We need a grant writer on staff
 - College student?
 - Retired professional?
- Paid staff is needed

New FREA Services

- Educational and outreach
 - K-12 Schools (PTA meetings, school events)
 - College campus outreach programs

- Workshop in a box
- Engaging collegiate athletes to promote via media
- Promo events/solar installations by celebrities
 - Jimmy Buffet
 - Carl Hiaasen
 - Randy Wayne White
- Work through extension centers to do train the trainer
- Alliances with like-minded organizations (joint messaging)
 - USGBC
 - Disney
 - Universal Studios
 - Florida Green Lodging Coalition
- For policy makers:
 - Education about energy efficient appliances/home improvements as the first step (mandatory ratings)