

Rejuvenating MFN

1. MFN's Current Situation*

- Diminishing attendance and income.
- 120 members—flat, few attend events.
- Hard to get volunteers to do the work.
- ‘Life happened’ and some left the steering committee.
- Limited response to the call for new leadership (via email).
- \$4,500 in the bank.
- Administration costs \$1,000/month for phone, internet, web mgmt. and people support.
- No Showcase in 2004 = no additional income for funding the year.
- Time pressure encourages members to pick and choose between events to attend, often spread between several organizations.
- Professional organization partnerships are increasing.
- Everyone is feeling swamped.

* These statements are highlights from the Wall of Wonder Event held on October 28, 2004; see the accompanying “Present Reality” document.

2. Creating MFN's Future

- **Learning Programs.** A big reason that people join MFN members is the quality of our programs. What learning experiences and programs will be valuable to MFN members?
- **Networking.** Members have expressed interest in having networking be a formal part of MFN programs. What would this look like and how would it work?
- **Business Development.** A good number of MFN members are sole proprietors or partners in closely held businesses. How can we use MFN to help our members grow their businesses?
- **Membership Development.** The vitality of any membership organization depends upon the involvement and commitment of its members. What can we do to retain past members and recruit new people to join MFN?
- **Leadership.** MFN is going to transition to a new leadership team. How should that group be configured? How should MFN be organized?

Overall Focus Question

What about facilitation resonates so strongly for us?

How, can we help MFN reflect our energy and vitality?

What are we willing to do to rejuvenate MFN?

3. Drawing Together Our People

- What will this look like? Create a brief description of this program or function.
- How will this work? Describe now this program or function will operate.
- Who is needed to put this together? Identify the people needed to design, organize and produce this program or function.
- What logistical support is needed to make this part of MFN succeed?
 - Facility
 - Audio/Visual
 - Materials
 - Food and Beverage
 - Other Stuff
- What financial resources are needed to make this part of MFN work as desired? Provide guesstimates, or at least identify the anticipated expenditures.
- How will we know when this part of MFN is working well? Describe what success will look like for this program or function.

4. Where Do We Go From Here?

- **We need a 2005 Learning Program.** Sign up if you are willing to help with this important part of MFN.
- **Members want to network.** Identify yourself as a person willing to help this happen.
- **Business development is important to us.** Let us know if you are interested in having MFN help members find new clients and get new projects.
- **MFN needs to retain current members and sign up new ones.** We need 2–3 people to take a lead role in helping us with this vitally important part of the organization. Volunteer if you are willing to help.
- **Communication.** Let us know if you are willing to contribute an article or help with the creation of a periodic publication.
- **Leadership.** MFN is going to be getting a new leadership team. Let us know if you are interested in serving in some capacity.