

FOCA Fall Meeting

November 5, 2011



A golden retriever is swimming in a body of water, with its head and back visible above the surface. The water is dark blue with ripples. The dog's reflection is visible in the water below it.

Michelle Lewin
Communications & Development Coordinator

“FOCA’s success depends on a strong and connected community. There really is strength in numbers. But we need to reach those numbers, and we need to be able to quantify those numbers.

So, given everything you’ve already heard today, here comes your “call to action...”

FOCA's Communications



Comments from the Strategic Plan Survey ~

A strength:

“The **FOCA website** offers great information to all its members. The Information is up-to-date.”

A weakness:
“You don't do a good enough job of **advertising all the services you provide.**”

An Opportunity for FOCA:
“Better use of lake associations for **information sharing.**”

“Your communications should make for **a much louder voice** in the future.”

We need your EMAIL address



October 2011

To: Association Presidents
From: Ted Spence, President, FOCA, Board of Directors

Dear Presidents:

I need your help. FOCA has 50,000 members within all of our 500 member associations, yet our communications reach **less than 10%** of those people directly.

We know that some of you diligently forward FOCA messages, like our monthly *EJerts* and our newsletters, to all your members, yet we have no way to quantify these numbers. **Why does this matter?** FOCA is the voice of this extensive community of waterfront property owners. To have a strong voice, FOCA needs to be able to prove strength in numbers. We also want your members to get the full benefit of their FOCA membership.

FOCA is less effective as an organization when you do not relay our messages to your individual members. **We are counting on you** to make some choices to get FOCA messages into your members' hands.

⇒ *Some issues arise quickly and require rapid response, such as where cottagers could vote in the recent provincial election. Email is essential for this.*

Here's what you can do:

- Forward each FOCA "*EJert*" (email bulletin) to you individual members. This gives them direct access to the latest information, and demonstrates the added value their FOCA membership provides. Then, email us at info@foca.on.ca reporting how many people you sent to, so we can add the numbers to our "head-counts."
- Send us a current mail and email address for you and each of your Association Executive this year (treasurer, secretary, etc.) so they also receive our materials directly. If you have a communications coordinator, please ensure they see this letter and that we have their address and email address, too.
- In your next communication with your members encourage each of them to sign up for FOCA *EJerts* by going to the FOCA website at www.foca.on.ca
- Copy text from FOCA *EJerts* or the FOCA website, and reproduce the information in your own newsletters. (Please remember to credit FOCA!) Get in touch with our office if you need these materials in a different format, or want a digital image for your production
- Ask FOCA for "ads" in .pdf format to insert in your newsletters on topics such as the FOCA members' Insurance program for cottages and boats, discounts on Cottage Life magazine...
- If you're looking for information on a particular topic that you haven't found on the website, just ask.

NOTE: if *EJerts* are not appearing in your inbox each month, **we're missing your current email address!**
Go to the FOCA website www.foca.on.ca
and look for the red box at the right to "**Sign Up**" instantly or call our office at the number below

"We need your email address. And, if you're part of an Association, we need you to help us get the message to your fellow members that we need their email address, too.

This letter went out recently from the FOCA President, Ted Spence, to each of the Presidents of our 500 member Associations across the Province.

Now, if you're a President and did not receive this message, it means one thing only: **we do not have your current email."**

We need your EMAIL address



In the spirit of fairness, I've listed **our** contact email addresses on this slide, so you know how to reach us. So, as the saying goes, now I've shown you mine, so you show me yours...

To reach us by email:

info@foca.on.ca

trees@foca.on.ca

**communications@
foca.on.ca**

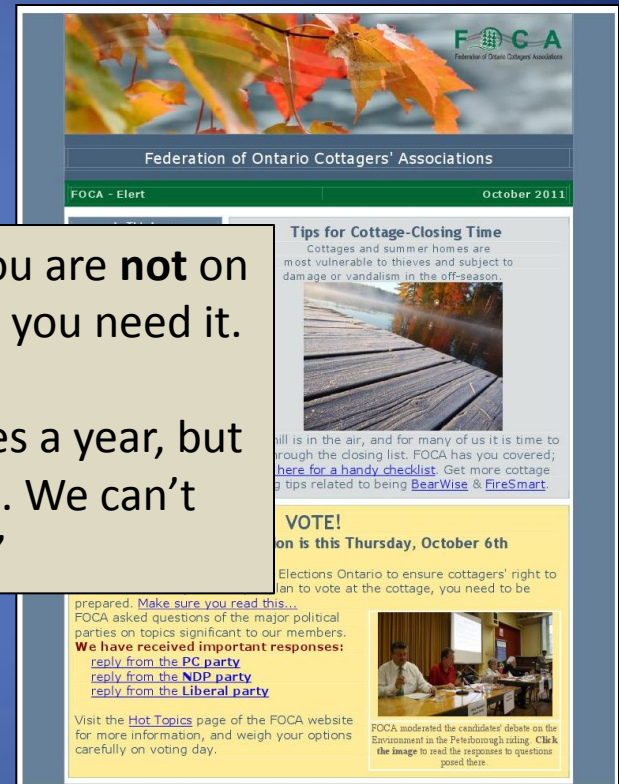
Why is EMAIL important?

- fast
- inexpensive
- popular (86 new “Eler” sign-ups this month!)



“If you didn’t see this in your Inbox in early October, you are **not** on our Eler list, and you’re not getting all the news when you need it.

We also produce a printed Newsletter a couple of times a year, but it costs us thousands of dollars to print and mail out. We can’t afford to get all the news to you that way.”



FOCA Newsletter (2-3 /year)

FOCA Eler (monthly)

“Thank you to those of you who regularly forward FOCA Elerts

We also want to ask you to consider approaching your members and encouraging them to sign up directly to receive FOCA Elerts.

We don't want to steal your thunder – there are still lots of ways we can help you to bring messages to your association (by providing an article or .pdf ready-made insert for your own Newsletters on a topic of interest, like the FOCA Insurance program or the Cottage Succession Seminar Series).”

There is Strength in Numbers

Help FOCA to add "2011 names in 2011"
to show the size of our community voice

Sign up for free FOCA Elerts:

www.foca.on.ca



Your lake. Your lifestyle. Your legacy.



Federation of Ontario Cottagers' Associations

“There can be an advantage to getting out of the middle when it comes to forwarding FOCA messages. I’m going to mention one of our members who recently discovered this, because I think she deserves to be “deputized” today.

Agnes Seaton is the Secretary of the Pengally Bay Ratepayers Association on Georgian Bay. Her name kept appearing on the “Unsubscribe” list after we sent out Elert, but when I contacted her, I found out that she had not intended to be taken off the email list. We finally realized she was just forwarding our Elert along to others, but not by using the “Forward to a Friend” button which is located within the message. Someone she sent to had clicked “Unsubscribe” and the message was linked to Agnes’ email address, so her name dropped off the list.

Agnes decided it was time to approach her members, and came back to us with a list of 61 names to add of people who want to receive our email directly! So, I sent a “GOLD STAR” to Agnes—and they’re digital, so I’ve got lots of ‘em, and if you’ll help out, I’ll send you one, too! “

FOCA Deputy **Agnes Seaton**
Secretary, Pengally Bay Ratepayers Association
> 61 names added to FOCA Elert, October 2011



**Contact us
to help
grow the
EAlert list:**

There is Strength in Numbers

Help FOCA to add "2011 names in 2011"
to show the size of our community voice

Sign up for free FOCA EAlerts:
www.foca.on.ca

loading... please help...

0 500 1,000 1,500 2,000

705-749-3622

communications@foca.on.ca