

Fee-Based Services

Action Alert Network - The alert system enables organizations to mobilize their members - and the members of any organization that chooses to join in support - to contact a specific target (i.e. the Governor, legislators, etc.). The organization that creates the alert chooses the target(s) and creates a sample message that will be sent to the target(s) via e-mail or fax. An e-mail alerts members of the participating organizations and directs them to the website for more information and to take action.

Investing members may have unlimited numbers of their members in the Action Alert Network system. Investing members receive the hosting service for free but are charged for any faxes generated by an alert and for upload fees that range from \$50 - \$200 depending on the idiosyncrasies of the data provided. Investing members are required to conduct regular maintenance to delete bad emails. If maintenance is not conducted by set deadlines, bad e-mails are deleted from the system.

Associate members are required to pay a volume-based annual fee for inclusion in the system. The cost is \$10 per 1000 names per year. They are allowed to upload data at any time, but are charged the full data upload fee of \$50 - \$200 depending on the idiosyncrasies of the data provided. Associate members are charged for any faxes generated by an alert. If associate member groups participate in *all* MEP collaborative Opt-Out alerts, they receive a full rebate on their hosting fee.

List Enhancement - Member organizations have the opportunity to supplement information on their members by adding age, gender, e-mail addresses, phone numbers, voting data and other information to each name in its database. Groups can use this powerful service for its own purposes or to engage in coalition-based joint list uses. This service is managed by Conservation Minnesota for MEP. Call 612.767.2444 to inquire about fees.

Aggregated Database - MEP member groups who have enhanced their member lists may initiate and/or participate in joint list uses for phoning, mailing or other projects. Associate members are charged a fee for each time a data pull is required to use data for collaborative projects. This service is managed by Conservation Minnesota for MEP. Call 612.767.2444 to inquire about fees.

Blast Fax and Email - MEP offers the capability to send press releases or other items of interest to news media throughout Minnesota. All members are charged \$25 per use. This fee may be waived if the issue is part of MEP's collaborative agenda.

Briefing Book - Members can have their legislative issues published in the annual publication MEP creates and distributes. This book is distributed to all state legislators and their staff, media outlets and the public. Fees to be determined.

Capacity Building Opportunities - MEP sponsors trainings on several different topics throughout the year. Trainings have included sessions on effective messaging, advocacy, fundraising, and technology. We also offer scholarships to our members to attend various other trainings deemed appropriate. Fees or rates to be determined.

Website Assistance - MEP staff assists members in creating websites using a template similar to the main MEP web page for a one-time set up charge of \$100 and a \$15 monthly fee for hosting. These fees may be waived if the issue in question is part of MEP's collaborative agenda.

Investing and Associate Member Dues

Refer to the following schedule to determine your annual dues. MEP member contribution scale for fiscal year 2010 (July 1, 2009 – June 30, 2010) based on your organization's previous year budget:

Organization's Budget	Investing Member Dues	Associate Member Dues
Up to \$200,000	\$ 625	\$115
\$200,000—\$500,000	\$1,250	\$225
\$500,000—\$800,000	\$1,875	\$350
\$800,000—\$1,000,000	\$2,500	\$500
Over \$1,000,000	\$3,500	\$625

All of the benefits described in this packet are subject to change without notice. For additional information please contact Shannon Brumbaugh at 651.789.0656 or shannonbrumbaugh@MEPartnership.org.

Members can also access a downloadable webinar explaining these benefits at: http://www.mepartnership.org/members/mem_benefits.asp (log in is necessary).



Minnesota Environmental Partnership

Member Benefits

Who We Are

Minnesota Environmental Partnership (MEP) is a coalition working to coordinate and strengthen Minnesota's environmental and conservation community. We believe that by working together and building the capacity of individual organizations, we build the clout and influence of the entire environmental and conservation community.

Our Mission

MEP's mission is to strengthen the effectiveness and build the power of our members to achieve the highest quality natural environment for Minnesota.

What We Do

We provide important outreach, communications and technical assistance; forge new partnerships between a diversity of organizations; create an engaged constituency of environmentally-concerned citizens; build the capacity of our member groups; and utilize the strength of our combined efforts to advance public policies that will protect and restore Minnesota's environment.

Associate and Investing Member Benefits

As a coalition, we can harness the power of working together toward a shared vision of environmental stewardship. All members receive the following benefits:

Networking and Communication

Communications Group - This group provides a forum for sharing information and discussing emerging communications strategies. Meetings of this group are open to all MEP members.

Government Relations Committee - Via meetings and listserv, this committee provides the forum for all member groups and clusters to strategize, coordinate and share information on legislative initiatives.

Issue Clusters - All member groups are encouraged to be a part of these working groups (see pg. 2).

Member Meetings - MEP offers a forum where member organizations may present or learn about environmental issues of interest.

Media Guide - This comprehensive guide to Minnesota's conservation and environmental media outlets and contacts is available to our member organizations.

Web Based Outreach and Technical Systems

News Watch - The News Watch is a daily e-mail that contains links to the most up-to-date stories from daily and influential weekly newspapers in Minnesota.

Online Registration System - Members have access to the use of MEP's online registration system for events. The system automatically puts registrants and their information into an Excel database for easy use.

Sign-on Letters - Members may use MEP's online sign-on letter system to create letters and solicit sign-ons from other member organizations that demonstrate support for their issues.

MEP Blog - In 2006 MEP added a dynamic blog called Loon Commons (www.LoonCommons.org), which provides a forum for discussion and information sharing on emerging and current environmental and conservation issues in Minnesota. It also gives members the opportunity to blog on their own topics.

Weekly Update - The Update is a weekly e-mail newsletter that contains information about upcoming events, announcements, action opportunities, capacity building opportunities and job listings. Member organizations have the opportunity to not only receive this newsletter but to contribute to it as well.

Data Mapping Website - This system is on an interactive webpage that enables member organizations to examine specific environmental, census and election data, down to the precinct level.

Listsers - MEP hosts several listsers on various topics for our members to keep them informed and to provide a quick and easy way to exchange information.

Web-Based Communications Center - This website is interactive and has many features available to our member organizations including the capability to post events, news items, press releases and job openings. Another feature is an easily accessible, members-only area where information of interest to other member organizations may be posted or downloaded.

Additional Member Benefits

Voting Rights - All members are eligible to vote on by-laws changes and in Board elections.

Contract Opportunities - Associate members are eligible to submit proposals for contract opportunities with MEP that are under \$3,000.

Training Opportunities and Scholarships - MEP offers our members a range of training opportunities each year. We hire the experts to present trainings on messaging, lobbying, fundraising and more. In addition, members may be eligible to receive partial scholarships to attend trainings offered by other organizations that they might not otherwise be able to attend.

Investing Member Premium Benefits

Power and productivity comes from joining forces and working together toward a common vision. Together we are stronger. Investing members receive all of the benefits of associate membership, plus the following additional benefits:

Contract Opportunities - MEP often contracts with member groups for work that benefits the coalition and our members. Organizing special events and outreach are recent examples. Investing Members are eligible to submit proposals for all MEP contract opportunities.

Issue Clusters - Member organizations have the opportunity to start or join working groups around a particular issue area. Clusters help facilitate working together and are eligible to apply for special funding opportunities as well as propose topics for the collaborative legislative agenda (see below). MEP can help with convening meetings and hosting listsers and websites for clusters. *Cluster groups must be led by an investing member.*

Opportunity Fund - Member group clusters may ask the MEP Board of Directors to approve funding for unanticipated issues that arise during the legislative session. The funding can be used for a variety of expenses, such as helping to fund public opinion polling, hiring additional lobbying help, or expanding the cluster's paid media work. Requests to the Board must have the support of the Government Relations Steering Team.

Annual Collaborative Legislative Initiative - To help create unity and build power for the environmental community, MEP facilitates the selection of an annual state policy initiative, known as *Protect Our Great Outdoors*. Investing Members nominate and select the legislative issues to be included. Issues that are considered for the collaborative agenda must have an investing member as its lead group. In addition, a total of at least three sponsoring organizations must be investing members. **There is a substantial set of benefits associated with being part of the annual collaborative legislative initiative. These benefits can include:**

- Direct lobbying by MEP consultants
- Assistance from MEP staff and consultants on legislative strategy and coordination
- Public opinion research and polling
- Issues featured at district meetings, the MEP Legislative Forum and Citizens' Day at the Capitol
- Message development
- Phoning to mobilize citizens in targeted districts when needed
- Messaging training
- E-mail alerts to mobilize activists around the state or in targeted areas
- Communications training
- Use of MEP imprimatur
- Design and production of factsheets and other educational materials
- Paid media
- Media relations assistance including editorial board meetings, opinion pieces and letters to the editor
- Free listing in the environmental briefing book and placement in the lead section
- Citizen outreach organizing in targeted regions of state