

Friends of Pathways outreach booth on Bike to Work Day 2007
PHOTO COURTESY OF FRIENDS OF PATHWAYS



Jackson, WY tops cities for bike/ped advocacy capacity.

THUNDERHEAD ORGANIZATIONS THAT REPRESENT cities earn 3.7 times more per capita than their state-wide counterparts, operating on 11 cents per capita on average. Jackson, Wyoming has the highest earnings with \$10.25 per resident. They also have the lowest ratio of members to population, with one member for every 18 residents. On average, organizations representing cities have one member for every 11,110 people. Jackson also has the highest staffing levels, with an equivalent of 100 staff per million people. The average for organizations surveyed is 1.6 staff per million people. Chicago has the highest number of staff with 40 FTEs.

According to Friends of Pathways, the bicycle and pedestrian advocacy organization for Jackson, their success in membership has come through constant work, including member mailings to retain current members, high profile public events, and a regular communications program to members and the public.

Event Types

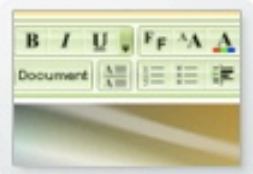
Type		Characteristics
Mixers	1:1:1	Easy, cheap, money maker w/ sponsors
Rallies	Joint activity On-site	Supporting, Awareness, Visibility
Forums / Round Tables	Many : Many	Small to medium, medium cost/difficulty, can make money w/ sponsors
Committee meetings	Work / organizing	Harnessing Volunteer, advancing agenda and goals
Open House	Awareness	Awareness, visibility, alliance-building

Potential Tools for Consideration

- These are not fully assessed...
- This is a quick brainstorm to profile what is available, what seems affordable at our maturity level

Wild Apricot

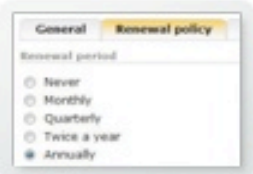
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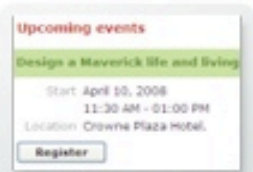
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- Website
- Membership
- Event mgt.
- Membership level access
- Blogs, forums

Constant Contact

- Enhanced email marketing
- Tracking
- Subscribe/unsubscribe

The screenshot shows the Constant Contact website homepage. At the top, there is a search bar, a 'User Community' link, and a 'LOGIN' button. The main navigation menu includes 'Home', 'Email Marketing', 'Online Surveys', 'Customer Examples', 'Pricing', and 'Learning Center'. The central banner features the headline 'Look what you can do today! With Email Marketing & Online Surveys.' and a photograph of a smiling woman in a yellow top. Below the headline, text describes the services: 'Whether you're looking to send an email newsletter, a high-impact email promotion, an email event invitation, an online survey, or build your email list, discover how Constant Contact can help you get it done.' Two prominent orange buttons offer 'TAKE A TOUR' (for Email Marketing or Survey) and 'FREE 60-DAY TRIAL' (with no credit card required). The footer contains logos for 'SpeakUp! Email Marketing' and 'ListenUp! Online Surveys', along with links to 'See Email Marketing in action!' and 'Meet Online Survey'. A 'Free Personal Coaching' offer is also visible, with the phone number 1-866-876-8464.

Constant Contact
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SpeakUp! Email Marketing ListenUp! Online Surveys

Free Personal Coaching We're here to help: 1-866-876-8464

Solutions designed for your business:

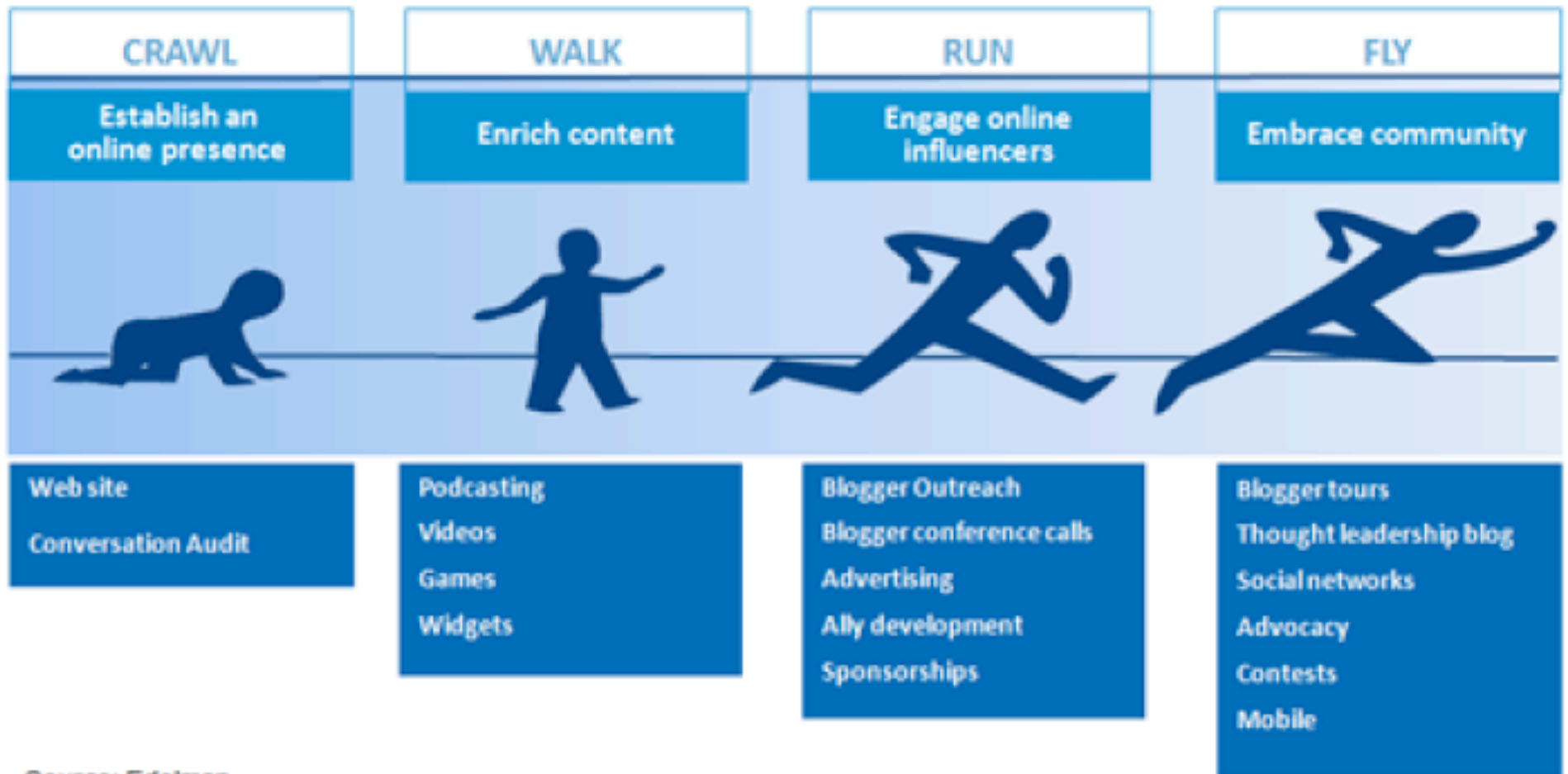
See Email Marketing in action! Meet Online Survey

Join our daily demos, held at Mon-Fri 2pm Check out the weekly demo of Online Survey.

Social Media

The Crawl, Walk, Run Methodology for Social Media

Establish online credibility and trust through a stepped approach



Source: Edelman

Online Monitoring

Peer website



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Events

Calendar

- NYC Century Bike Tour
- Bike Month NYC
- Tour de Bronx
- Tour de Brooklyn
- Tour de Queens
- Other Rides and Walks

Get the StreetBeat
T.A.'s free twice-monthly e-newsletter

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Support

**BIKING
WALKING
PUBLIC TRANSIT**

→ **JOIN** →



Calendar

Year Month Day

March 2009							next »
Sun	Mon	Tue	Wed	Thu	Fri	Sat	
1	2	3 2009 Car-Free Central Park Committee Kick Off Meeting 06:00 PM	4 Volunteer Mailing Party at Transportation Alternatives! 06:00 PM	5	6	7 Leafletting and Letter Writing with Straphangers 11:00 AM	
8	9 T. A. Queens Committee Meeting 06:30 PM	10	11 Broadway / Green Light for Midtown Open House 02:00 PM	12	13 Queens Boulevard Bike-Pool 06:30 PM	14	
			T. A. Manhattan East Side Volunteer Committee Meeting 06:00 PM		"Pedaling Revolution" Book Talk 07:00 PM		
			T. A. Bronx Committee Meeting 07:00 PM				
15	16	17	18 Volunteer Mailing	19	20	21	

Feedback on this presentation

Some are ready to sign up now for efforts (visitor)

We should tap into other orgs that have grass roots
(Morgan)

We should raise the money first. After that, leverage other
org's grassroots ability /competency (Betts)

What are the low hanging fruit we can do now?

We need a place to direct those unsolicited requests to
volunteer (Coffee)

What are next steps / let's go down this road (Celia,
Frank, Glenn)