

SCI Annual Conference

July 23 – 26, 2003

Millennium Hotel

St. Louis, Missouri

Workshop Presentation

by

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Strengthening, Evaluating, and Rejuvenating Your Sister City Program

Friday, July 25, 2003, 10:30-12:00 noon

Challenge Faced

- Need to increase membership starting with small number of core members
- Creating benefits meaningful to potential members
- People from “sister country” but not from “sister city” reluctant to join
- Telling the Committee story and presenting an attractive vision
- Promoting the committee with relatively few “accomplishments”

Evaluating

- Benchmarking
 - Know and understand where you are
- Survey of Current Members and solicit their Suggestions
- Knowing Past History

Rejuvenating

- Getting New and Energetic Members
 - Give responsibility and authority
 - Assign new members to committees
- Promotion of Committee
- Outreach and Visibility to Create Awareness
- Create New Plan of Action with Dates
 - Programs
- Challenge for New Ideas
- Partnering with Other Organizations

- Business Associations (World Trade Center, Hispanic Chamber of Commerce)
- Rotary Clubs locally and internationally, etc.
- Mexican groups (Mexican Cultural Institute)
- Communicating with Members Regularly (e-mail newsletter)

Strengthening

- Examining Organization Structure
 - Board, Executive Committee, General Membership
- Invigorating the Finances
 - Making Donations Tax Exempt; consider 501(c)(3) corporation
 - Revising membership Dues and Collecting Them
- Acquiring Corporate Sponsorship
- Holding Regular Meetings of the Board of Directors
- Solidifying Relationship with Own Governmental Officials