

# Opportunity - SWOT worksheet October 2015

## **Membership**

- Offer associate memberships to members of similar organizations
- Millennials,
- Newly-retired boomers
- Social media
- Continue to expand benefits, highlighting members' achievements in and outside of HSA. Enlist as many experts as possible to membership. Offer membership to all speakers (Annual Meeting, EdCon, etc) who are not currently members.
- Resource additional avenues of member discounts; provide recognition nationally for gifting of \$ or time
- Capitalize on resurgence of interest in herbs especially medicinal
- Tiered memberships?
- Plan a large national fund raising luncheon/dinner maybe around the 40<sup>th</sup> anniversary of the national garden or one of our upcoming anniversaries. Have a woven throw with herb design to sell to members and the public. Trips to gardens around the world, Europe, U.S.
- Visits by membership chair to struggling or non-participatory units
- Local herb groups focus mainly on medicinal value of herbs. If we better embraced medicinal and offered a less "scary" disclaimer regarding medicinal use we'd have an advantage as we focus on a wide range of plant uses.; Opportunity to build business relationships / memberships with botanical gardens/arboretums. The HSA name has credibility that public gardens want to align with. Maybe special public/botanical type membership?; Develop better business member perks. For instance, per the operating manual under business membership. Business listings in District Newsletters are limited to the District that the business is located in. Business members with strong websites would probably like an opportunity to be promoted in other Districts.
- Sharing our knowledge with the public
- Find a way to get MALs more involved. Teach units how important they are to the Society develop an interest incentive
- Social change
- Be a presence at as many herbal and garden functions as possible

## **Communications**

- Joining with other similar organizations to increase recognition of our programs
- Training. Everyone working on clarification - again a learning curve when local units attempt communication with National
- Keep using digital media to fullest extent. Find members who are doing a good job with this and use their experiences.
- National media recognition for events, i.e. \$ for \$35 for 35 sent by members for the intern.
- Use of new technologies makes it easier and less expensive to communicate
- Communicate with Unit Chairs
- Promote local events like herb fairs, symposiums that are open to the public
- Provide Facebook info in email blast for those w/out Facebook.
- We are unique in our focus on the history, use& knowledge of culinary, fragrant, dye, medicinal, economical plants; gaining a following on social media
- Find out more about members, how do they like to be contacted, do they like contact? When where how?
- Become more visible
- It is good to know what is going on in with fellow herbies around the nation

## **Marketing**

- Link with other organizations to market our programs and products
- Co-op with CAPS & other, related orgs
- Many (see above) Focus on niche mkt.
- Continue to find new ways to promote our programs to our members and the general public
- Resurgence in herbal interests; Social media
- Have our discount partners and business members promote benefits of membership
- Promote HSA in all media
- Enable and develop tools to enable our members and unit's to better able Units to promote HSA and their Unit as well as creating a cohesive message. i.e put together generic HSA marketing materials think posters and display type materials that units could download, or purchase from headquarters so they could set up their own marketing / info tables at symposiums, lectures and fairs that promote themselves and HSA. Develop business relationships, alliances for joint marketing.
- Share with others our programs such as GreenBridges, notable natives, herb of the month; grant programs
- Get our name out to where the people are, many I talk to have never heard of HAS don't know what we are about
- To be able to be part of an enthusiastic group to learn and use herbs.

## **Website**

- Link with other organizations
- Robust vehicle for e-commerce (fee for service/ resources)
- Many (not my area of expertise –how much time does it take to create Facebook, Twitter, Pinterest, etc. from National??
- Dialogue with unit website managers to learn from their experiences.
- Our website creators get their act together and do what they were paid for before
- Putting useful things on website to encourage use
- Promote website to members through annual meetings and district gatherings
- To encourage members to visit website on a regular basis
- Demonstrate our ability to be a resource
- Touch base with current membership as long as they use the internet/e-mail
- It possibly bring in more interest

## **Headquarters and Staff**

- With part-time staff can Board members take more responsibility in things they know how to do rather than delegating everything to Kat? Shore up the office with interns (unpaid internships) for routine stuff. If not college level, tap high school office curriculum students eager for experience.
- Does headquarter have a white board (large) with activities/events/timelines so EVERYONE sees what is ahead? Reduces crisis management.
- What are the qualifications of the staff?? Do we have staff with backgrounds in horticulture/biology/?? If not, do they have direct access to someone who has this background? (paid?)
- Encourage staff to interact with more members - know their areas of expertise, backgrounds, etc.
- Perhaps an award/recognition presented at EdCon/Annual meeting
- Promote HQ in local news media
- Interns, volunteers to aid staff
- Human face to our organization. Often first contact with our organization.
- need to update the web site more often, still shows last webinar on home page? Williamsburg is over-move on
- It would bring in more people if it were on a listing of great herb gardens

## **Educational Programs and Resources**

- Link with other educational organizations with similar purpose
  - What is the market demand??
  - Would be cost effective and improve the programming for many units have limited funds/opportunities to find speakers, etc.
  - Share more resources with units and districts. Develop speaker registry and database.
  - Ask DM delegates to suggest speakers - from gatherings, unit programs, etc.
  - Costs, availability
  - How many of our members would be willing to once a month provide the info < for the website??
  - Use of technologies allow cost effective methods of program delivery
  - If we plan on opening up the webinars for outside viewers, keep them reasonably -priced
  - Promote programs more; Offer webinars to public for a fee.
  - Develop more children oriented learning programs. Look at Herbal Rootzine. It's geared towards children it's a monthly e-magazine that's educational and fun;
- Bring back the info graphics. Love those; Create pictured depicted "How-tos" on how to use a Plant and Herb. Let's expand beyond just talking about the plant and show them how to us
- Website, grant programs. Become a leader in herbal info
  - Delegates (me), board members help put some educational information out at least one time a month
  - Better marketing to improve attendance

## **Annual Meeting**

- Partnering with others to provide program
- Partner with other plant/herb/based orgs to share some of the costs and still have meeting (business) exclusively for members only of the respective orgs.
- Move around the country to find most compelling meetings sites and then highlight what makes that area unique. Enlist members' participation; rely less on staff.
- Coordinating with partners, business members to make better experience, reduce \$
- Have a joint meeting with another herb organization to share expenses, speakers, etc.
- Hook up with other organizations and their venues, such as Herb Festival in Asheville
- Offer member forum to present new contributions from members or comments.
- Better marketing to improve attendance
- Everybody who can afford it loves the annual meeting

## **Financial, Technical and Human Resources**

- Share resources with area businesses and organizations
- What are other nonprofits of similar size doing?
- Reluctance of talented people to serve on the board if not fully reimbursed for expenses (if \$\$ is concern, maybe this is the wrong reason to serve on the Board)?
- In long run (and maybe in next 5 years), there will need to be a sharing, merger, coalition (CAPS already formed) to share in the expenses and governance of the small nonprofits. Can they hold their own unique identity and still share other things? IHA seems like a possibility since they emphasize business side Which is weak (not our focus) for Herb Society. Why do we have the Botany/Hort. Member sitting on the Boards of both organizations?
- Keep investment history up to date and make sure it is relevant
- Donors, grants, membership w/talents to secure the above. Technical-I'm the wrong person. HR- on-line info abounds. Ask the staff what they want and see if it's possible
- Continue to improve our website and communications with members.

- Marketing and develop awareness of need for unrestricted donations-general operations at HQ not covered by dues. Consider HSA in your estate planning
- Grants for non-profits
- Get more information on members, look for good volunteers with time to take over some duties