



MEMBERSHIP COMMUNICATIONS COMMITTEE

2025/2026 Chair: Alan Phillips

- Chaired by the Secretary
- Fosters engagement, growth and retention of CFA members
- Implements strategies to attract, retain and engage individuals and organizations as members of CFA
- Develops communications tools for distributing Board meeting minutes, association news and other content that can be shared with members through area representatives
- Develops and executes effective strategies for recruiting new members to CFA
- Organizes events and networking opportunities to encourage ongoing involvement and participation in CFA activities and programs
- Working with the Marketing/Branding Committee, assists in creating marketing materials, brochures, newsletters and online content to raise awareness and promote the benefits of membership in CFA
- Serves as a point of contact for members, addressing inquiries, providing assistance and ensuring members and partners have access to relevant resources and support
- Works with CEO to develop tools to regularly communicate with CFA members on association activities, events, and legislative efforts
- Gathers feedback from members and partners to better understand their needs and develops strategies to improve member/partner services
- Regularly assesses the value of membership in CFA and generates reports detailing membership, engagement metrics and retention rates
- Provides recommendations to the Board to improve member retention and engagement

COMMITTEE MEMBERS

Committee Chair	Alan Phillips	alan@ivfairgrounds.com	IV Fairgrounds
Chair of the Board	Laurie Giannini	laurie@frogtown.org	Calaveras County Fair
President & CEO	Sarah Cummings	sarah@fairnet.org	Western Fairs Association

Committee Members