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**Participate. Educate. Facilitate. Innovate.**

**www.top-network.org**

**2013 ACTION TEAM REPORT**

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| **Team Name:** | **ToP Cares (Membership)** |
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| **Team Members:** | **Nancy Fastenau, Molly Shaw, Barbara MacKay, Suzanne Ester, Nileen Verbeten & Ester Mae Cox, Co-Chairs** |
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| **2013 Accomplishments** | |
| **Membership hovering around 140. Published 9 Newsletters, Supported teams in organizing their theme of the Month** [**http://www.top-network.org/2013-theme-of-the-month**](http://www.top-network.org/2013-theme-of-the-month) **, tracked website traffic, held 11 virtual meetings via adobe connect. Held 5 top-network.org JAMs to acquaint members with website. Lots of analysis of membership patterns. Supported 2014 Gathering’s marketing and registration Developed Attribute Project** [**http://www.top-network.org/attribute-project**](http://www.top-network.org/attribute-project)**. Studied membership tiers and prepared recommendations.** | |
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| **2013 Learnings/ Insights** | |
| **The Network needs infrastructure and processes to engage members outside of the Annual Gatherings. This makes it difficult for new members and those who do not attend the gatherings forge connections and become active. Pushing information out from the website improves interaction – the environmental sustainability, virtual facilitation and public health themes increased interaction on the site and between members significantly. More needs be done to understand and increase the value of membership.** | |
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| **2014 Anticipations** | |
| **Continued work on membership tiers. Launch of Attribute Project. Continued membership growth.** | |
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| **Why you want other ToP Network Members to join you in your efforts:** | |
| **ToP Cares is focused on how to forge deeper ties among members and help the Network grow. We’re about infrastructure, process and making connections. The work is important and interesting.** | |
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**Submitted by: Nileen Verbeten**