



Beth Callaway
Executive Director
P.O. Box 20908
Cheyenne, WY 82003
Beth@ICWP.org
307-772-1999

ICWP Membership Development Plan

Adopted by ICWP Board on June 17, 2025

ICWP MISSION STATEMENT:

Enhance the stewardship of the nation's water resources by:

- Serving as the national policy voice for state and interstate water managers and planners
- Serving as a national forum for evaluation of policy issues and developing solutions to water resource challenges
- Promoting and implementing national policies that support integrated water resource planning and management
- Providing opportunities to engage and shape national water policy

Goals:

1. Retain current members
2. Turn current members into active participants
3. Ensure consistent revenue generation from membership dues
4. Recruit prospective members

Target audience:

ICWP values a wide breadth of expertise and geographic reach that our members bring to the table. This membership development plan outlines ICWP's membership growth and retention with:

- ✓ State and regional water managers, tribes, planners, scientists, engineers and technicians
- ✓ Ongoing, targeted engagement with the private sector (engineering, water data measurement and management, water planning)
- ✓ Foster involvement from NGOs, watershed groups and academic institutions

Value proposition:

ICWP's member services must offer opportunities for members to network, gain access to information and educational opportunities, resources, and secure influence on important water policy matters at the regional and federal levels.

Dues-paying member-only benefits

- ✓ Direct channels to shaping ICWP's federal advocacy, engagement, and policy positions
- ✓ Access to monthly briefings on the rules, processes, priorities, and timing of federal appropriations and authorizing legislation via the Legislation & Policy Committee
- ✓ Timely updates on water policy topics, opportunities and resources
- ✓ Exclusive access to one-on-one visits with federal agency and Congressional staff during the Washington DC Roundtable
- ✓ Members-only webinars
- ✓ Discounted registration for in-person events (Annual Meeting and Washington DC Roundtable)
- ✓ Entry into a members-only online community via the ICWP members portal:
 - Committee and event summaries
 - Meeting recordings
 - Archived presentations
 - Job board
 - Membership directory

Strategy:

Roles and responsibilities

The Membership Committee will consist of the ICWP Executive Director, ICWP's immediate past and current chairs plus an informal committee "lead" designated by ICWP's current chair each year. ICWP's Executive Director will facilitate monthly meetings and review current membership recruitment, engagement and retention activities.

The committee lead and current and immediate past chairs will support efforts and delegate tasks to ICWP's board members or committees, where appropriate. The Executive Director is primarily responsible for coordinating with the Membership Committee and ICWP board members to execute the membership development plan.

Recruitment (prospects)

ICWP's list of prospective members will outline targets with special attention to:

- ✓ Broadening ICWP's subject matter expertise
 - Encourage both mid- and higher-level staff to participate from each member organization
 - Cover topics that are of interest to state and regional water managers, planners, scientists, engineers and technicians
 - Ongoing, targeted engagement with the private sector (engineering, water data measurement and management, water planning)
 - Foster involvement from NGOs, watershed groups and academic institutions
- ✓ Diversifying geographic representation
 - Northeast
 - Southeast
 - West Coast
- ✓ Generating/maintaining revenue

- Small states
- Interstate organizations
- Large states
- Affiliates
- Sustaining Partners

Prospective members will receive personalized invitations to participate in:

- Committees
 - Legislation & Policy (ad-hoc, since this is a dues-paying members-only committee)
- Events
 - One-time reduced-rate or free registrations
- “Sneak peak” of members-only resources

Engagement (members and prospects)

The Executive Director will craft opportunities on an ongoing basis to facilitate active engagement with ICWP through the following channels:

Committees

- Chairs
 1. Rotate chairs on a regular basis (i.e.- 3 years)
 2. Prepare a succession plan to support rotation
- Meetings
 1. Encourage committee members to invite their colleagues
 2. Prepare discussion topics in advance
 3. Invite less engaged and prospective members to present

Webinars

1. Cover topics that are relevant to mid-level staff professionals (i.e.- federal affairs 101, training opportunities, etc.)
2. Offer Sustaining Partner Features once a quarter
3. Members-only educational topics on a periodic basis

Workshops

1. Periodically offer platforms for ICWP members to interact on emerging issues
2. Partner with other water organizations to hold webinars on topics of interest

In-person events

1. Annual Meeting
 1. Formulate an agenda that covers regional and timely topics relevant to ICWP’s membership
 2. Recruit speakers from the host region
2. Washington DC Roundtable
 1. Every 2 years, co-host with another water organization with shared integrated water resource management policy interests

2. In alternate years, format the Roundtable as a one-on-one agency and Congressional committee visit

Board of Directors

- Nominations Committee
 1. Work with Chair and 1st Vice Chair to identify potential board members for annual elections cycle
 2. Focus on recruiting member organizations that present opportunities for increased engagement

Retention (members)

The Executive Director, with support from the Membership Committee and Board of Directors, will communicate ICWP's value-added activities through the following channels through the ICWP Communications Plan. The plan should include:

1. Committees
2. ICWP newsletter
3. Timely water policy/federal affairs updates
4. In-person events
5. One-on-one meetings, with emphasis on conducting calls during the dues renewal process
6. Other channels, as identified.

Metrics for Success

ICWP's board of directors will set aside a yearly review period at the in-person board meeting that coincides with the Annual Meeting to evaluate the overall effectiveness of the year's activities supporting this membership development strategy. Metrics for evaluation may include:

1. Revenue from membership dues
2. Member retention rate
3. Event attendance rates

Attachment 1:
2025 Recruitment List
(review annually by June 30)



Member Outreach
Priorities_2025.xlsx