

## V.P. of Membership

Perform all duties of V.P. of Membership as outlined in the by-laws. Responsible for directing the membership of the chapter. Shall ascertain that all membership applications are properly processed, recorded, and that activities are directed toward the recruitment, orientation, retention and satisfaction of members. A monthly report of activities shall be presented at each Board meeting via the Score Card.

### Roles & Responsibilities

- Create packets detailing top benefits of joining the organization and upcoming opportunities
- **Ensure new member orientation occurs on a regular basis ~ CARE<sup>A</sup>**
- Follow up with members whose annual membership is about to expire and advocate renewal
- Increases member renewal by a stated amount
- Maintain member database: New, Renewal Overdue, Lapsed, Suspended and Contacts
- Assist the chapter with the member registration at chapter meetings
- Recruit and train future V.P. of Membership
- Represent the chapter professionally and ethically in all business functions and organizational activities
- Attend and participate in monthly board and chapter meetings
- Participate in other chapter events, committee meetings, and regional conferences as available

### Daily Tasks

- Approve new applications in Wild Apricot, including verifying funds in PayPal

### Weekly Tasks

- Follow up with other Board Members as needed
- Upload new documents to Google Drive as needed
- Create list of new members for VP of Communication / Social Media for social media invitation(s)

### Monthly Tasks

- Attend and present an update of all membership activity at monthly Board Meeting via Score Card
- Prepare/print Member & Guests name badges for each Chapter Meeting or event
- **Mention Power Member membership at the beginning of each chapter meeting ~ CARE<sup>A</sup>**
- **Highlight Power Member benefits using rotating PowerPoint slides at each event ~ CARE<sup>A</sup>**
- **Display printed Power Member collateral at each event ~ CARE<sup>A</sup>**
- **Talk about Power Member membership at each Board meeting ~ CARE<sup>A</sup>**
- **Achieve a minimum of 20 joint chapter/ATD members or 35% of the chapter's membership ~ CARE**

### Quarterly Tasks

- **Request list of ATD members to identify prospects ~ CARE<sup>A</sup>**
- **Send a targeted email to prospective members promoting Power Membership ~ CARE<sup>A</sup>**
- **Request joint membership percentage from your CRM ~ CARE<sup>A</sup>**

### Annual Tasks

- **Share best practices on joint membership with chapter leaders by presenting on NAC area calls, submitting an SOS, or presenting at ALC ~ CARE<sup>A</sup>**
- **Promote Power Membership at chapter special events, including an information table with both chapter and ATD materials ~ CARE<sup>A</sup>**
- **Complete a risk management assessment and operational plan with all Board Members ~ CARE**
- **Maintain joint chapter/ATD membership and participate in ATD leadership development opportunities ~ CARE**