

## **Affiliate Membership Chair**

The job of recruitment and retention within an affiliate is not a one person job. Every leader shares the effort to recruit and retain members for the organization. Board members can assist the membership chair in many ways – making people feel welcome at meetings; encouraging members to renew; talking with non-members and explaining why they belong; writing a testimonial for the organization, or even a specific program or service; being available at the membership booth to answer questions; and becoming a mentor to a new member, etc.

**Purpose of position:** The main responsibility is the recruitment of new members and the retention of current members.

**Length of service:** Typically one-year, starting at the beginning of the affiliate fiscal year

**Expected time commitment:** Typically three (3) to four (4) hours per month

**Position reports to:** Affiliate president

### **An Ideal membership chair will:**

- Be knowledgeable about benefits of ADA and affiliate membership, including DPG/MIG programs and services (or be willing to develop this.)
- Be an outgoing, caring and sincere individual who is not afraid to talk with people about joining the organization.
- Possess conflict resolution skills.
- Experience leading others for a common purpose.

### **Responsibilities:**

- Needs to put together a membership committee to share the work.
- Ensures information on ADA and its programs is available at every membership meeting and CPE program.
- Visit CADE approved programs in their affiliate area and encourage program directors to talk about ADA to their students.
- Contact non-renewing members during the summer months to remind them of the benefits they will be missing by not renewing.
- Develop at least one statewide recruitment campaign each year and engage the help of others in the effort.
- Attend affiliate Board meetings and give reports on the state of the membership.
- Resolves issues for unsatisfied member(s) without getting upset.
- Prepare and update membership chair's files for end of term of office. Provide files and orient next fiscal year's membership chair as to duties of the office.

**Reporting duties:** This position reports membership committee activities and successes on a quarterly basis to the Board of Directors.

**Travel Requirements:** potentially a Board of Directors meeting

### **Resources Available**

- Member Recruitment Toolkit
- Data Management Information System (DMIS): online member and nonmember database

### **Benefit for volunteering in this position:**

- Develop friendships with other members and leaders.
- Added experience in leadership capacity.

### **What membership chairs place in their resumes:**

- Led a #-person task force in its development of # new program and initiatives
- Recruited # members to an ### (total members in affiliate) member affiliate

**Leadership Advancement:** Most membership chairs, if looking to become further involved, advance to the Secretary or Director-at-Large position

**Affiliates should customize details according to their expectations for the leader.**