

LOCAL LEAGUE MEMBERSHIP DIRECTOR JOB DESCRIPTION

REPORTS TO: Local League Board

OBJECTIVES: Marketing membership by directing the recruitment, retention and involvement of members in the League

NOTE: Membership is the key to League success. Below is a summary of guidelines recommended for the local League Membership Director. The national League is continuing its Membership Recruitment Initiative (MRI). Many of its ideas have been incorporated into these State materials. At the end of this document are RESOURCES that expand on items presented below.

RESPONSIBILITIES:

1. Appoint at least 2-3 non-board members to work with you as a TEAM to develop a membership PLAN for events and activities that attract new members and retain those who have joined. [See guidelines below]
2. Since membership recruitment is the responsibility of every board member, encourage board members to assist with membership efforts.
3. Develop methods of involving all members. Plan with your bulletin editor and board to send out materials and information all members should know and have.
4. Review flyers and pamphlets available to provide information about the League to prospective and new members
5. Maintain and update a database of League members including name, address, e-mail, telephone and cell numbers, interests and skills. Share this information with your treasurer to assist with dues collection.
6. Report membership changes promptly to national League.
7. Keep in touch with your state and national membership directors either directly or through your regional director or the State Board Report to be up to date with the latest materials and ideas for recruiting and retaining members.
8. Assist your board's nominating committee with recommendations of members to serve on committees and the board.

NOTE

Two principles should be included in every effort: Be Visible; Ask.