

Volunteer Positions: Membership Benefits Champion – Referrals, Transfers & Encore Committee: Membership Committee

Committee Mission:

The Membership Committee is responsible for promoting membership growth and retention. This includes maintaining the Chapter's database/membership list, distributing membership promotion kits, organization exhibit at trade show(s), and developing special programs or promotions to attract and retain members. The Committee's mission is to recruit, retain and celebrate members.

Volunteer(s) Contribution:

The Membership Benefits Champion works as part of the volunteer team to create and execute initiatives to recruit, retain and celebrate members. They promote to the current membership the value of the Society Referral Program and the Society Member Transfer Program. Both these programs are a great value for members. They are also responsible for creating incentive to reinstate Encore Members – members whose membership has been expired for over a year.

Estimated Time Commitment:

Monthly committee meeting runs about 90 minutes.
Time on special projects can total around 5 hours per month.

Responsibilities:

- Participates in special projects as time permits.
- Works with Communications to remind and incentivize current members about the benefit they receive for referring a new member (3 month extension on their own membership).
- Works with job bank to inform firm principals about the benefit they receive for transferring memberships from former employees to new employees. Former employee takes the balance of the old membership into the new position, effectively providing a 2-1 deal for a period of time.
- Researches members whose memberships have lapsed for more than one year – tries to incentivize re-instatement.

Professional Development:

- Working with a Proven Team
- Networking and Building Professional Relationships
- Communication
- Industry Research
- Marketing/Business Development

Requirements:

- Attendance at committee meetings with no more than three absences
- Strong written and verbal communication skills
- Strong interpersonal and listening skills

For more information please contact: Cathie Reese and Kate Anderson, Membership Co-Chairs, at membership@smpsct.org

About SMPS Connecticut: *The Connecticut Chapter of SMPS was created in 1982 as the Southern New England Chapter. In 2004, we realigned our focus and were renamed to align more closely with our core geographic membership in Connecticut. SMPS CT's membership includes over 100 professional marketers from all over the state and at all levels and stages of their careers. We join SMPS National in extending our mission to ADVOCATE for, EDUCATE, and CONNECT leaders in the building industry. SMPS CT's vision is for premier professional service firms to recognize SMPS as their most trusted resource for building business and achieving success.*