

## **Volunteer Position: Membership Co-Chair 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 Contribution:**

The Membership Committee Chair works in conjunction with the Membership Co-Chair to maintain large chapter status by developing initiatives to recruit and retain members. They also work with the volunteer team to execute those initiatives.

### **Estimated Time Commitment:**

Monthly committee meeting and monthly board meetings which run about 90 minutes each. Time on special projects totals approximately 10 per month.

### **Responsibilities:**

- Provide support to the Chairperson to schedule and run meetings when needed
- Manage special projects, such as D&I initiatives
- Manage renewal / retention reminders- researches HQ Membership Database to find members in danger of being dropped
- Communicate the list of potential expiring members to the Board for personal contact if possible
- Connect with any expiring members who have not otherwise been contacted to show the value of continuing membership
- Work on initiatives to attract and retain members, such as membership specials and deals.
- Send a personal email to Renewing and Reinstating Members thanking them, reminding them why they joined, and sending a link to the current programs to generate excitement.
- Answers questions from members/coordinates with HQ for solutions
- Works with communications and other members to develop excitement around HQ entitlement programs
- Has access to the Chapter database on the Society website – can run reports and answer member and other questions.

### **Professional Development:**

- Leadership
- Meeting and Event Facilitation
- Strategic Planning
- Networking and Building Professional Relationships

## Requirements

- Strong leadership and delegation abilities
- Ability to attend all monthly Board and committee meetings
- Strong written and verbal communication skills
- Ability to learn quickly as it pertains to social platforms, communication platforms, databases and back-end website dashboards
- Skilled at coaching others and effectively motivating those you lead

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