Committee Goals & Objectives

XIV. Membership

The Membership Committee shall be appointed by the President for a three-year term or reappointed for a one-year term. Terms shall be alternated so that approximately one-third of the committee shall be newly appointed each year. In addition, the President shall serve ex officio as a non-voting member.

A. Objectives

1. Assess membership marketing and develop appropriate advertising, public relations, and promotion programs to promote member involvement, new member enlistment, and membership retention.

2. Assess the Association’s communication efforts and submit suggestions to the Board of Directors regarding regular membership publications.

3. Develop methods to involve Association leadership and committees in membership recruitment and retention.

4. Plan the annual New Member Reception at the Marketing & Distribution Convention.

B. Goals and Actions

1. Develop membership recruitment themes and promotions.

2. Develop and make recommendations as to video tapes, slide promotions, and other innovative projects to enhance membership retention.

3. Act as official greeter of new members at all Association activities.

4. Host activities of the New Member Reception.

Committee Member Responsibilities

1. Have a clear understanding of the objectives of the committee and keep current on the committee’s activities

2. Make helpful insights into the objectives and goals of the committee

3. Allow others to present their ideas without interruption and listen with an open mind

4. Complete all assignments accepted, keep your Chairman abreast of your progress, and seek assistance if needed

5. Demonstrate leadership through support of the Association, attendance and participation at events, and active recruitment of new members