

TIPS FOR THE MEMBERSHIP CHAIR

The membership chair is responsible for directing the League's efforts to recruit and retain members. Keys to success include knowledge of the League, enthusiasm, administrative ability, patience and persistence, along with full cooperation and assistance from all board members.

ROLE

- Recruits and involves members in League activities
- Works with board and members to set up a member recruiting plan
- Keeps the group focused on membership plan and membership issues.

GENERAL

- Works with the board and members to recruit new members
- Provides League orientation for new members
- Works with the board members to retain current members
- Maintains an up-to-date membership list

SPECIFIC

- Plans and coordinates special membership recruitment events.
- Works with the board to review the League's goals for diversity and determine action steps for the year to increase diversity in membership.
- Keeps a file of prospective members and former members.
- Makes personal contact with prospective members and encourages other board members to make contact.
- Sends prospective members the League bulletin.
- Contacts new members, transfers and members recruited by the LWVUS or the state League to welcome them and inquire about their League interests.
- Plans and coordinates special events to welcome and orient new members.
- Works with board members and committee chairs to match members, new and old, with opportunities for League involvement, recognizing that involvement is optional.
- Organizes and oversees a telephone tree or e-mail tree.
- Works with the treasurer on dues collection and list maintenance.
- Submits membership reports to the LWVUS and state League, as required.
- Makes sure a supply of membership brochures is available.

TECHNIQUES

- Form a committee to share responsibility.
- Provide all board members with membership brochures and ask them to carry brochures with them at all times.
- Encourage board members to collaborate with diverse organizations in the community as they make their plans for the year (cosponsor meetings, for example, or Get Out the Vote campaigns).
- Capitalize on League advocacy to attract people interested in those issues.
- Work to create visibility for the League - with the PR chair, if there is one.
- Have membership materials available at every League event and ask board members to assist with hospitality and recruitment.
- Have a League table or booth at community events.
- Provide information on new members to the bulletin editor for brief bios welcoming them to the League.
- Be enthusiastic, patient and persistent!
- Ask the membership question: "Would you like to join?"
- Ask other League members how they are doing in asking people to join.
 - Plan and carry out orientation for new members--by a meeting or one-on-one.