**Regional Association**

**Membership Committee Description**

**Chair:**

**Co-Chair:**

**Committee Members:**

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**Committee Summary**

The primary function of the Membership Committee is to develop plans and strategies to increase the association’s membership base and to develop plans and strategies for prospecting to new members. Membership dues are the second largest revenue source for the association. It is vital for member retention that existing members are consistently reminded of the benefits the association offers, and the tools the association provides to increase members’ business and success. Prospective members need to be consistently made aware of the association’s existence, vision statement, and ways that it can benefit the prospective members’ businesses and success. The goal is to attract and retain a diverse population of promotional products professionals to ensure the viability of the association and the association’s goals to enrich the business experience of its members.

**Essential Functions**

* Set a budget for the year
* Work within a budget
* Be prepared to explain and promote regional association membership with potential and existing members, both suppliers and distributors
* Devise different ways to achieve driving membership goals
* Create and review nonmember lists
* Review and update marketing material to hand out/mail to non-members, along with applications, and new member welcome kits

**Marketing Avenues:**

There are multiple avenues in which to communicate the goals of the Membership Committee:

Social media, calling campaign, post card mailings, newsletter advertisements, website, signature block on Executive Director’s e-mails with list of upcoming events, e-blast campaign, handouts (at other events), supplier donations with advertising to promote upcoming event, dimensional mailing, and You Tube videos.

Work with each committee and devise a plan of attack along with Executive Director to come up with a timeline and to do list.