**VICE PRESIDENT OF MEMBERSHIP/MEMBERSHIP CHAIR**

Membership is the chapter’s assurance of continuing operation and the basis for continued success in serving the needs of fundraising professionals and elevating the status of the profession. No chapter can survive without members to carry on the group’s work. The Membership Chair’s role in chapter survival cannot be overstated!

**Role of the Membership Chair:**

The Membership Chair accepts responsibility for the chapter’s year-end membership statistics. His/her role is to create interest in the recruiting and retention process, develop meaningful assignments for volunteers, and devise methods that will achieve chapter goals.

**Responsibilities of the Membership Chair:**

* Study current chapter statistics – determine strengths and weaknesses
* Set a goal for the number of new members to be recruited and the percentage of current members to be retained – familiarize yourself with the chapter “incentives” program and use the information when setting goals
* Develop a recruiting and retention plan, capitalizing on strengths and shoring up weaknesses;
* Work closely with the Membership Promotion Chair when setting goals and developing the plan
* Work closely with your AFP Area Manager and the Membership Department at International Headquarters (IHQ) to ensure that you take advantage of all resources available to chapters
* Include the Chapter Diversity Chair in development of the plan to ensure that recruiting efforts result in a diverse membership
* Review the plan with the Chapter Board of Directors – get Board support and determine budget allotted to recruiting and retention efforts
* Recruit volunteers from the chapter membership to assist in executing the plan
* Maintain a positive attitude and keep volunteers motivated
* Use the online reporting system provided by International Headquarters to monitor progress and resolve discrepancies in membership statistics
* Keep accurate records
* Report to the Board of Directors regularly
* Monitor the work of volunteers to ensure timely completion of assignments;
* Celebrate success!
* Ensure that the celebration of success includes expressions of gratitude to volunteers
* Follow Up
* Develop a plan to keep all those new members – develop a “stewardship” plan that will make all members feel valued
* Use the New Member Orientation guidelines provided by IHQ
* Work with the Education/Programming Chair to ensure that at least one monthly event focuses on the benefits of AFP membership – or institute a 5-minute “member benefit” segment at monthly events
* Enlist as many volunteers as necessary to see that new members receive “welcome” calls, or to make periodic “member satisfaction” calls
* Ensure that any negative comments made by members during recruiting, retention or member satisfaction surveys are brought to the attention of the Board of Directors to be addressed as the Board sees fit
* Develop a system for tracking all the membership campaigns, keeping copies of promotional pieces, scripts, etc. to establish a membership recruitment and retention history to be turned over to the next Vice President of Membership or Membership Chair to update and maintain