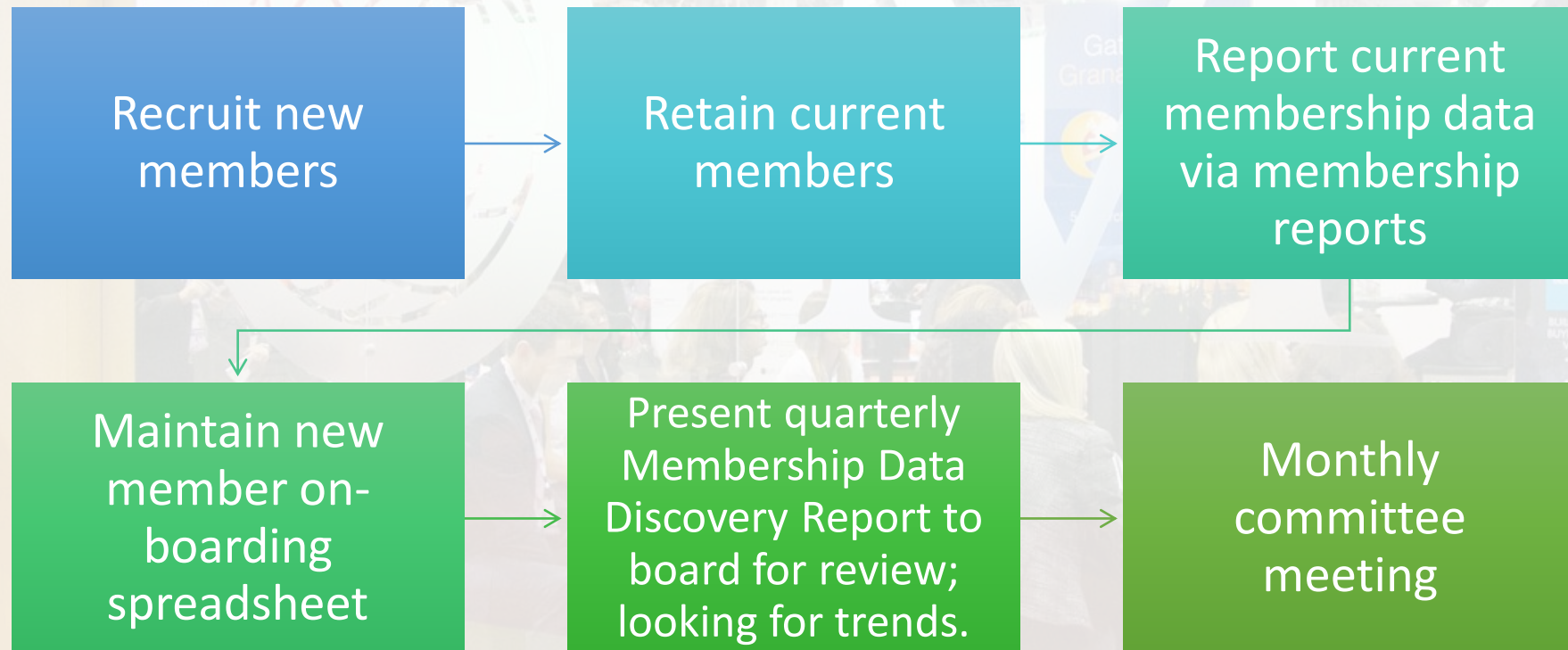


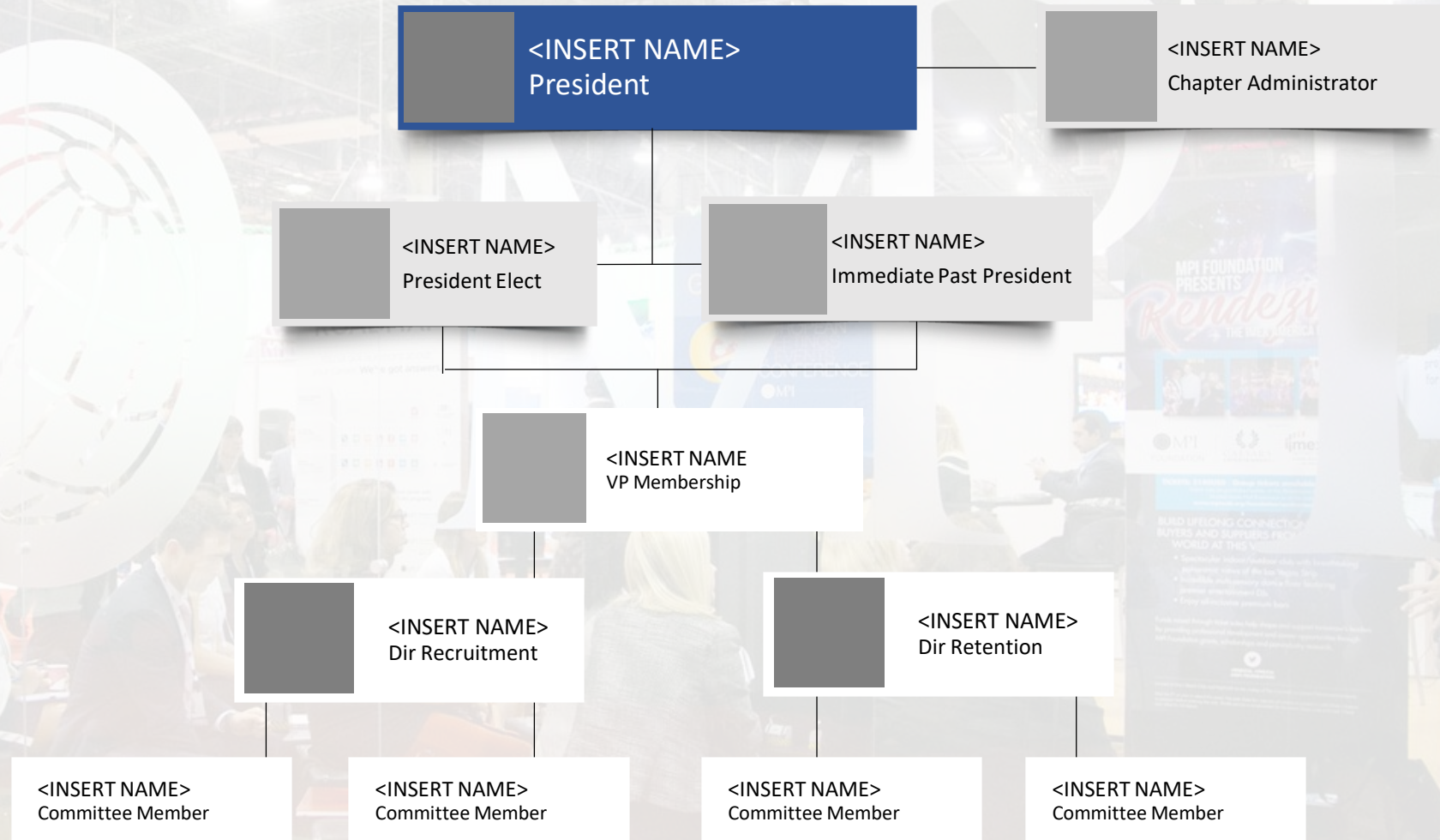


Membership Responsibility

General Guidelines



Meet the Membership Team



Job Description – VP of Membership

- **Term:** One year or as determined by the Board of Directors and Chapter Bylaws
- **Eligibility:** Member in good standing / Willing to give the time, energy, talents and enthusiasm required of the position
- **Reports to:** Chapter President

Specific Responsibilities:

- Provide direction and leadership for the chapter's program to maintain and increase MPI membership
- Work with staff to maintain a current roster of chapter members
- Manage and supervise chapter membership efforts, including
- Recruitment member recruitment, new member orientation
- Member Care member retention, hospitality
- Monthly Programs registration
- Awards & Scholarships recognition programs, scholarships
- Work with Director of Leadership Dev. on appropriate Volunteer Appreciation gifts or event
- Manage CRM Software for chapter membership involvement, communications and current updates
- Perform an annual chapter needs assessment survey in January
- Communicate strategic issues relating to membership to Board of Directors
- Research current membership trends and topics pertinent to the meetings industry and report findings to Board of Directors
- Approve all bills of the committees within the Membership category and forward appropriate paperwork to the VP of Finance

General Responsibilities:

- Serve as voting member of Board of Directors and Executive Committee
- Attend monthly board meetings, chapter events and committee meetings
- Act as coach, advisor and counselor to assigned committees
- Submit agenda items for Board of Directors meetings in advance of meetings
- Report on the strategies, successes and challenges of assigned committees to Board of Directors
- Responsible for the related budget line items
- Responsible for ensuring the fiscal responsibility of the committee(s) to which position is assigned.
- Support and defend policies and programs adopted by the Board of Directors
- Conduct transition meeting with successor
- Perform other duties that may be delegated by the President and/or Board of Directors

Time Commitment:

- Regular attendance at monthly meetings and Board meetings
- Attendance at Annual Board and Mid-Year Board Retreat
- Attendance at official chapter activities and functions
- Potential attendance at Chapter Leadership Conference, as directed by President
- Committee activities

Job Description - Director of Member Recruitment

- **Term:** Two years or as determined by the Board of Directors and Chapter Bylaws
- **Eligibility:** Member in good standing / Willing to give time, energy, talents and enthusiasm required of position / Good organizational skills
- **Reports to:** VP Membership

Specific Responsibilities:

- Responsible for meeting or exceeding all budgetary financial expectations set forth in annual chapter budget as it relates to Membership and Membership Events
- Responsible for membership metrics set forth annually in the Chapter Business Plan
- Establish membership goal for the year, based on the strategic plan
- Develop and maintain an active and ongoing campaign to attain membership goal
- Welcome and orient new members via Ambassador or similar program
- Co-Identify and co-manage designated chair for 2 ATMs (alongside Director of Member Care)
- Identify and manage designated chair to Develop a New Member Campaign
- Spearhead tabletop presence at local industry events (if applicable)
- Take active role in ensuring required responses to Annual Membership survey from MPI International

General Responsibilities:

- Serve as voting member of Board of Directors
- Attend monthly board meetings, chapter events and committee meetings
- Act as coach, advisor and counselor to recruited committee members
- Submit to Membership VP, agenda items for Board of Directors meetings in advance of meetings
- Identify, recruit and train Committee Chair for assigned committees
- Responsible for ensuring the fiscal responsibility of the committee(s) to which position is assigned
- Support and defend policies and programs adopted by the Board of Directors
- Conduct transition meeting with successor
- Perform other duties that may be delegated by the President and/or Board of Directors

Time Commitment:

- Regular attendance at monthly meetings and Board Meetings
- Mandatory attendance at Board Retreats (conducted semi-annually)
- Attendance at all official chapter activities and functions

Job Description - Director of Member Care & Retention

- **Term:** Two years or as determined by the Board of Directors and Chapter Bylaws
- **Eligibility:** Member in good standing / Willing to give time, energy, talents and enthusiasm required of position / Good organizational skills
- **Reports to:** VP Membership

Specific Responsibilities:

- Responsible for meeting or exceeding all budgetary financial expectations set forth in annual chapter budget as it relates to Membership and Membership Events
- Responsible for membership metrics set forth annually in the Chapter Business Plan
- Support membership goals for the year, based on the strategic plan
- Develop and maintain an active and ongoing campaign to attain membership goal
- Follow-up with current members and those whose membership is close to expiring
- Submit articles to newsletter and website in support of recruitment activities
- Submit articles for newsletter on “New/Veteran Member Spotlight” Submit Anniversary dates to MarCom Committee for showcasing on social media
- Co-manage Ambassador Program
- Manage Retention Chair and Departure Management Chair
- Co-Identify and Co-manage designated chair for 2 Committee Volunteer Fairs (alongside Director of Recruitment) Support VP of Membership in Road Show initiatives to Greater Boston area
- Follows Marketing Matrix submitted by MPI Global

General Responsibilities:

- Serve as voting member of Board of Directors
- Attend bi-monthly board meetings, chapter events and committee meetings
- Act as coach, advisor and counselor to assigned committees
- Submit to Membership VP, agenda items for Board of Directors meetings in advance of meetings
- Identify, recruit and train Committee Chairs for assigned committees of Recruitment, Retention Award & Recognition and Volunteer Placement
- Responsible for ensuring the fiscal responsibility of the committee(s) to which position is assigned
- Support and defend policies and programs adopted by the Board of Directors
- Conduct transition meeting with successor
- Perform other duties that may be delegated by the President and/or Board of Directors

Time Commitment:

- Regular attendance at monthly meetings and Board Meetings
- Mandatory attendance at Board Retreats (conducted semi-annually) Attendance at all official chapter activities and functions

Membership Committee Positions

- **Retention Call** – Reach out to each member to ensure satisfaction and ask how they could be better served
- **Buddy Program** – Each new member is assigned a buddy to greet them at their first meeting
- **New Member Call Strategy** – Outreach at 30-60-90-120 days to retain member
- **Renewal and Milestone Strategy** – Recognize and congratulate members at yearly milestones
- **Spotlight** – Highlight one member per month. Add overview, bio and photo of member to website and newsletter
- **Past Due and Cancellation Outreach** – Committee member calls members with past due and cancelled memberships
- **Potential Member Outreach** – Member calls non-members who attend events and asks them to join the chapter
- **Member Guest Program** - Organize pre & post e-mails to guests attending MPI meetings



Thank You!