



Membership Committee

Role Outline and Descriptions

Purpose: To have a clear indication as to what each role within the membership committee is responsible for. To delegate tasks, time commitments, etc ... appropriately. To have a prepared document available for easy on-boarding of new committee members.

Team Roles

VP(s) of Membership

- Responsible for sending reports and membership numbers to president.
- Responsible for leading the strategy on membership initiatives and delegating tasks appropriately.
- Responsible for pulling all reports and sending to appropriate committee members.
- Responsible for creating questions for membership survey (sent annually).
- Notifies communications team and president-elect of all new members each month (name, email and company).
- Sends “thank you” note when each member renews.
- Monitors attendance of members at events.
- Sends personal invitations to members who do not attend events.

Member Retention Chair

- In charge of sending reminders to members whose membership is about to expire.
- Responsible for keeping track of all questions/concerns/comments sent in by members to analyze at a later date (to see how we can better serve our community).
- Membership follow-up. Reach out to individual members to inquire about feedback.
- Send Congrats/Happy Anniversary note to members celebrating milestone anniversaries with the AMA.

New Member Acquisition Chair

- In charge of collecting member testimonials to have available in the recruitment process of new members.
- Look at member lists to see if there are companies with 4+ members ... can we talk them into upgrading to a group membership?
- Can we present to companies about AMA Omaha/National? Who? -- Coordinates these efforts.
- Follow-up with non-members after events to thank them for attending and encouraging them to join the AMA.

New Member Chair

- Responsible for sending a welcome note within 1 month of new member joining.
- Responsible for delivering Welcome Bag and inviting to upcoming events.
- Responsible for new member orientation (AMA 101) prior to luncheons.
- Responsible for touching base with new members at 3 months, 6 months and 9 months.

Volunteer Coordinator

- Hosts volunteer fairs/happy hours to highlight opportunities.
- Host an annual “thank you” event for current volunteers.
- Follow through with volunteer engagement process.
- Respond to and field incoming volunteer inquiries.
- Meet with potential volunteers to discuss volunteer opportunities.
- Maintain master volunteer spreadsheet.

Board Member Time Commitments

Outside of the responsibilities described above, board members must:

- Attend monthly board meetings (once a month 4:30-5:30pm)
- Attend yearly retreat (usually in June for AMA Omaha board members)
- If available attend regional retreat (typically in November)
- Additional 2-3 hours per week for responsibilities and team meetings