

AAWGT MEMBERSHIP AND OUTREACH COMMITTEE CHARTER

December 2017

PURPOSE

The purpose of the Membership and Outreach Committee is to develop and implement recruitment of new members, welcome and orient new members, and oversee retention and renewals.

RESPONSIBILITIES

Support Recruitment Efforts

1. Create programming for the Spring Open House (April AAWGT General Meeting), including the following:
 - a. develop and implement program, program timeline, and speakers, if any
 - b. work with Events Coordinator on meeting staging and refreshments
 - c. write copy for meeting announcement (for Wild Apricot) and send to Web Events Coordinator(s), President, and Vice President four weeks prior to meeting, noting that the entire mailing list should receive the announcement, location of meeting, parking information, and availability of refreshments
 - d. provide meeting information (topic, key questions, presenter bios, date/time/location, etc. to Marketing and Communications Committee for program flier and meeting promotion, and
 - e. write a short article (4 or 5 paragraphs) recapping meeting highlights and send to newsletter and website contacts within one week after meeting.
2. Staff a membership recruitment table at all AAWGT general meetings to provide information on membership and ensure that upcoming AAWGT activities are highlighted.
3. Identify guests/visitors for each meeting and make sure they are introduced to members.
4. Support marketing and program activities by pairing guests and new members with experienced members, as needed, per event.
5. Ensure follow-up with all guests who attend AAWGT meetings.
6. Coordinate development of relationships with other organizations whose membership may be interested in joining AAWGT.

Welcome and Orient New Members

1. Welcome all new members personally (via phone, email, or meeting) within two weeks of their join date.
2. Organize and spearhead social events geared to connect new members with each other and with current members, and to further educate new members on opportunities to become more involved in the organization.
3. Introduce new members to current members at all general membership meetings, and other events, as appropriate.
4. Organize structured "welcome" events throughout the year at different times of day so as to accommodate differing schedules. In the past, these events have included a coffee, a lunch and an evening wine and cheese event including new members from the past 12 months. December wine and cheese with a structured welcome activity and including the Steering Committee has traditionally been the largest welcome event.

5. Identify interests and talents of new and renewing members, and connect with Leadership, Development, and Nominating Committee as appropriate for possible recruitment for Steering Committee positions.
6. Encourage new members to attend the grants workshop (usually in January) to gain an overview of AAWGT grant making process.

Oversee Retention and Renewals

1. In close coordination with IT/Web team and Treasurer, track all renewals.
2. Contact and work with all past due members to encourage renewing and track communication on website. Current practice is to follow-up after the member is sixty days past due with a phone call.
3. Liaise with the IT/Web team and the Treasurer/Assistant Treasurer to ensure accuracy of membership records.
4. Wild Apricot is set up to automatically send an e-mail to remind renewing members 30 and 7 days before her annual renewal date. A notice of lapsed membership is sent out 60 days after the annual renewal date.
5. Once a member initiates membership renewal on the website, but has not yet paid, Wild Apricot automatically sends an e-mail that explains next steps.
6. Once membership is confirmed (by members payment through the website or payment confirmed by CFAAC), the Assistant Treasurer will note the payment in Wild Apricot, and an e-mail confirming membership payment and thanking the member is automatically sent by Wild Apricot.

TIMELINE

Responsibilities for recruitment, engagement, and renewals are on-going throughout the year, with quieter times in July and August.

PROCEDURES

The Membership Committee is comprised of a Chair, an Assistant Chair and committee members.

1. The Membership Committee will meet monthly or as needed to conduct the business of the committee.
2. The Chair and Assistant Chair will communicate with the President and Vice President on programming and events and apprise them in advance of topics that warrant discussion at Steering Committee meetings, or of significant changes in committee operations.
3. Annually review the text of automatic e-mails sent to new and renewing members via Wild Apricot to confirm that the text reflects changes within the organization.
4. At any transition of leadership of the committee, the outgoing Chair and/or Assistant Chair review charter with incoming Chair and Assistant Chair.

POSITION REQUIREMENTS

1. For the Chair and Assistant Chair, generally, this time commitment is between 2-6 hours per week.
2. Attend all Steering Committee meetings. Work with leadership to set priority tasks and goals for the year.
3. Coordinate with other committees to ensure Membership Committee needs and priorities are integrated (e.g. advertising voting with members, etc.).
4. Communicate and coordinate regularly with Committee members to ensure proper meeting and event planning, welcome for new members, and support renewal of existing members.