MEMBERSHIP COMMITTEE POLICY AND PROCEDURES

GENERAL INFORMATION

Last Reviewed and Approved: October 2012, May 2015, August 2019 (reviewed with no changes)

Committee Structure: Chair, appointed by the Board of Directors; Members (6), appointed by Chair

Term of Office: 2 years

Reports: Described in the Standing Rules

Members: Appointed

PURPOSE

The Membership Committee consists of a minimum of seven (7) members. The purpose of the Membership Committee is to strategize, implement, and coordinate membership activities in conjunction with the NCRA Membership Manager. The Committee is responsible for ensuring growth, assisting in efforts to recruit and retain members, and making recommendations to the Board of Directors regarding new member benefits and programs.

Examples of activities may include the implementation of periodic membership campaigns and assessment of members’ needs. The committee requires volunteers who can spend time contacting current and potential members via email, telephone, and social media.

Committee Requirements

1. Express a desire to serve with a special interest in membership.
2. Support and advance the mission of NCRA.
3. Actively participate in conference calls.

PROCEDURES

The Membership Committee shall acknowledge and complete all specific charges as designated by the Strategic Management Plan and the Board of Directors (including, but not limited to, the procedures outlined below).

The committee chair selects committee members. The committee will meet at least quarterly via conference call. In addition, members may also be required to dedicate four to six hours monthly during the period of March through July of active communication with both committee members and NCRA members. Additional time requirements may be necessary based upon the scope of work.

Committee Chair:

The committee chair shall prepare a report to the board for all board meetings:

1. Summarize committee activity since the prior board report.
2. Include any requests for action in the form of a motion. Examples include suggesting new major membership recruitment (i.e. an annual member-get-a-member and development of membership recruitment campaigns). This may include retention changes or changes to a policy.

3. The board report should be emailed to the designated contact at NCRA’s executive office and also to the committee’s board liaison by the specified due date.

The committee chair shall prepare an article for each pre-scheduled issue of *The Connection*:

1. Article content may vary. The purpose of the article is to inform members about activity and changes related to membership, dues, new benefits or other member-related activities. If the committee has been active in a special project, this should also be reported to the membership.

2. The article should be emailed to the designated contact at NCRA’s executive office, to the editor of *The Connection*, and also to the committee’s board liaison by the specified due date.

In addition to the above requirements, when possible, the Chair may have previously served as a Membership Committee member at the national or state level.

**Committee Members:**

The committee members shall assist in the planning of membership recruitment and retention activities at the Annual Conference:

1. Plan and participate in membership related activities including drawings and give-aways to attract prospects and current members to the exhibit booth.

2. Plan new members/first-timers event at the Annual Conference.

The committee members shall assist in the monitoring, NCRA social media online conversations for membership or member benefit-related questions and respond when appropriate. The committee will help plan membership recruitment and retention campaigns, review and recommend new member benefits, and assist with the general member recognition activities. The committee works in conjunction with the NCRA Executive Office to make recommendations to the Board of Directors for membership category changes and dues increases. The Committee will also report to the Board of Directors on the impact of these changes to the membership.

Budget items for consideration are:

1. Expenses for the exhibit booth giveaways

2. Telephone and conference call charges

3. Hosting a new members event at the Annual Conference

4. Membership dues