



Position Description

Membership Director

RESPONSIBILITIES

- In concert with your chapter board, establish a coordinated membership program plan, set goals and objectives to recruit new members and retain current members.
- Develop an effective membership team of chapter leaders to establish your membership committee and work together to plan programs for members.
- Communicate with new, existing and potential members about ASID programs and opportunities.
- Assume the role of advocate for members with the chapter and ASID headquarters.
- Assist other committees by helping to get members involved in chapter activities.
- Direct the retention program of members about to be suspended or terminated for nonpayment of dues. Direct members with financial problems to the appropriate headquarters contact.

ACTIVITIES

- Target for recruitment designers in the area whom you have met, with whom you have regular contact, or who have made a special contribution in your area.
- Select an appropriate ASID host/recruiter for each target member (the recruiter may want to be in a similar business, without directly competing with the target member). Host should see to it that potential member is invited to meetings and special events and is made to feel welcome.
- Develop recruiting strategies and train recruiters. Strategies can include
 - Letter from chapter president or ASID headquarters, including application and promotional literature.
 - Follow-up phone call by recruiter to answer any questions and highlight member benefits that member can experience immediately.
 - Invitation to a recruitment party where potential member
 - learns about ASID educational, legislative and marketing programs
 - meets current members
 - is made to feel welcome
 - Follow up with a note or phone call from recruiter.
 - Add potential members to chapter mailing list, frequently. Send up-to-date mailing information to headquarters member services team for maintenance of a national target list for mailing ASID ICON and other literature.
 - Call potential member before chapter meetings or events and extend a personal invitation.

- Have recruiter ask the prospect to join ASID; have plenty of new member applications handy.
- Have recruiter offer to assist in application preparation.

- Assign newly admitted members to “buddies.” Buddies might be new or recently admitted members themselves. This helps new members begin to form their own network of ASID friends.

Help new members become involved in all relevant chapter activities. Invite them to serve on a committee. Highlight their talents and help them find their ‘place’ on a committee or sub-group to get them involved and actively engaged in chapter events.

The chapter membership director’s responsibilities may vary depending on the size, composition and geography of the chapter and the chapter’s resources. Some tasks may be done by the chapter administrator, if there is one. Establishing a membership committee will allow the director to delegate some tasks to others. Also, the Headquarters Support Team can help with some aspects of member recruitment or retention efforts.