



MOAA Ark-La-Tex Chapter Board Position Description

Title: Assistant Vice President, Membership Recruitment & Retention

Importance of Position: To assist the 3rd Vice President, Membership Recruitment & Retention in maintaining and protecting membership files and to promoting the recruitment and retention of new members.

General Expectations:

- Current member of MOAA and of Ark-La-Tex MOAA.
- Aware of Ark-La-Tex MOAA by-laws.
- Computer access and reasonably computer literate.
- Attend 85%-100% of Board meetings.

Position Qualifications:

- Must be knowledgeable of recruiting and retention programs.
- Able to coordinate and support the efforts of volunteers who are focused on the recruitment and retention efforts.

Responsible to: 3rd Vice President, Membership Recruitment & Retention

Major Responsibilities:

1. Recruiting

- A. Establish and supervise the efforts of a team of volunteer persons who will focus on the recruiting effort.
- B. Establish and deliver a set of goals for the annual recruitment of new members. Evaluate what recruiting efforts are most productive, etc.
- X. Work to ensure that each new member is welcomed into the Ark-La-Tex MOAA Chapter in an appropriate manner.
 - 1) Welcoming letter from the Chapter President or other such person.
 - 2) Ensure that each new member has a temporary sponsor / host at the first meeting to be attended by the new member.
 - 3) Ensure that those new members who express an interest in volunteering to support the Ark-La-Tex MOAA Chapter are given a chance to do so, soon.
- Δ. Ensure that there is recruiting coverage at functions and activities that will be a likely source for new members.
- E. Encourage and support all members in their recruiting efforts.
 - 1) Use *The Observer & MOAA Newsletter* to encourage recruitment by all members.

- 2) Send an occasional 'blanket email' to all members, soliciting their support in the recruiting effort.
- Φ. Be responsible for the development and use of tools for recruiting (e.g., flyers; posters; etc.). The recruiting program must, by necessity, address the "what's in it for me" issue.
- 2. Retention**
 - A. Develop and exercise a program to proactively follow-up on potential losses of members.
 - 1) Engage the efforts of the leadership of the Ark-La-Tex MOAA Chapter to contact potential losses, as required, in order to dissuade them, if possible.
 - B. Report monthly on the number of losses, the reason for the losses, and the success / failure of follow-up contact efforts to retain them.
 - 1) Over time, develop and analyze the reasons for losses so that programs and plans can be put in place to reduce such losses.
 - C. Coordinate with the VP for Programs (1st Vice President) to ensure that scheduled programs appeal to the interests of the membership.
- 3. Awareness of programs for membership**

Provide a 'membership table' at all official Ark-La-Tex MOAA Chapter functions.
- 4. Point of contact for recruiting material**
- 5. Maintain and make available as needed the Ark-La-Tex MOAA Chapter membership roster**

Training/Preparation:

- Maintain a positive approach to recruiting by participating in local events where recruiting may take place
- Work to ensure that there is a constant source of volunteer personnel in the pipeline, to assist in the recruiting effort.

Average Time Commitment: 40 Hours/month

Measures of Success:

- Increase in membership vs. established goals (new members minus losses)
- Retaining of members vs. established goals for losses (e.g. less than 2% per year)
- Positive feedback from members
- Members wanting to recruit
- Chapter receives 4 or 5 Star Level of Excellence award each year
- Complete all action steps, as assigned, in the chapter Strategic Plan.

Prepared by: Walt Slocombe

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Date Revised: