

Membership Enhancement Coordinator Position Description of Duties and Responsibilities

Purpose:

The Membership Enhancement Coordinators main purpose is the retention of Members. They will work with the Directors to educate the Membership on the many benefits of being a GWRRA member (i.e. Gold Book, *Wing World*, Rescue Program, etc.) and to make sure all the new, potential and soon to expire Members are contacted on a monthly basis when the reports come out from the Home Office.

Chapter Level: Duties and Responsibilities:

- ◆ Develop and maintain a membership roster for the Chapter from the sign in sheet.
- ◆ Be responsible for the sign in sheet at the chapter socials making sure everyone signs in and checking for membership expiration dates.
- ◆ Work with membership data (new Member list, potential Members, expired list)
- ◆ Establish a check list to ensure contact of all new, potential Members and those who have a Membership soon to expire.
- ◆ Serve as liaison to the District Membership Enhancement Coordinator making sure the District Membership Enhancement Coordinator is made aware of any changes to the Chapter Membership Enhancement Coordinators information (new Coordinator, their email address, etc.).
- ◆ Promote changes positively to help keep the politics away from the membership
- ◆ Be a mentor to the new member (explain the benefits, the terms, chapter life)
- ◆ Promote involvement from the membership – Encouraging everyone to become involved

Other duties the Membership Enhancement Coordinator may be asked to do:

- ◆ Send welcome letter to new Members (if Chapter can budget this) and follow-up with a telephone call.
- ◆ Gather and/or write articles for chapter monthly newsletter
- ◆ Work with the Chapter Director and Staff to promote Chapter activities and events to the membership

Skills Needed:

- ◆ Be detail oriented
- ◆ Be able to handle multiple priorities
- ◆ Must be able to work independently as well as with others
- ◆ Strong verbal and written skills
- ◆ Must be able to communicate clearly and positively, both verbally and written
- ◆ Must be comfortable greeting and meeting new people
- ◆ Have a desire to learn; be open to suggestions
- ◆ Have a positive attitude
- ◆ Be **TEAM**-orientated
- ◆ Access to computer, fax and email
- ◆ Ability to meet deadlines
- ◆ Organizational skills

District Level: Duties and Responsibilities:

- ◆ Develop and maintain a data base of Chapter Membership Enhancement Coordinators for your use when sending out the Member reports each month and to keep the Region Membership Enhancement Coordinator up to date with any changes to the District Membership Enhancement Coordinators information (new Coordinator, email, etc). When this list is compiled send it to the Region Membership Enhancement Coordinator for a Regional data base of Coordinators.
- ◆ Work with district membership data (new member list, potential new Members, expired list) distribute to all individual chapter Membership Enhancement Coordinators and Chapter Directors. (if you have a Member or potential new member on the list that is in another Region or District send this information to the Region or District Membership Enhancement Coordinator who could contact this Member).
- ◆ Be a mentor to new chapter Membership Enhancement Coordinators (making sure they understand the GWRRA benefits, terms, chapter life, how to promote FUN activities at the Chapter level and that they know how to work with the Member lists that are sent to them monthly.)
- ◆ Conduct Seminars at the District level for Chapter Membership Enhancement Coordinators
- ◆ Promote involvement from the membership – Encouraging everyone to become involved
- ◆ Serve as liaison to the Region Membership Enhancement Coordinator
- ◆ Promote changes positively to help keep the politics away from the membership

Other duties the Membership Enhancement Coordinator may be asked to do:

- ◆ Work with the District Director and Staff to promote District activities and events to the membership
- ◆ Work with the District Staff and Chapter Staff's to promote all membership activities in the District
- ◆ Develop and maintain a monthly District events calendar
- ◆ Distribute the monthly District events calendar to the Chapter Membership Enhancement Coordinators and the Chapter Directors
- ◆ Send welcome letter to new members (by email or US Mail if District can budget this).
- ◆ Gather and/or write articles for monthly District newsletter

Skills Needed:

- ◆ Be **Highly** detail oriented
- ◆ Be able to handle multiple priorities
- ◆ Must be able to work independently as well as with others
- ◆ Strong verbal and written skills
- ◆ Must be able to communicate clearly and positively, both verbally and written
- ◆ Must be comfortable greeting and meeting new people
- ◆ Have a desire to learn; be open to suggestions

- ◆ Have a positive attitude
- ◆ Be **TEAM**-orientated
- ◆ Have the ability to work with others
- ◆ Access to computer, fax and email
- ◆ Ability to meet deadlines

Region Level: Duties and Responsibilities:

- ◆ Maintain a Region Roster of District Membership Enhancement Coordinators and Chapter Membership Enhancement Coordinators. When this list is compiled send it to the Membership Enhancement Division Coordinator.
- ◆ Work with membership data (new member list, potential new Members, expired list). Distribute information to all District Membership Enhancement Coordinators and District Directors.
- ◆ Be a mentor to new Membership Enhancement Coordinators (explain the benefits, terms and how to promote FUN activities within the Districts and making sure they understand how to work with the Member reports that are sent to them each month)
- ◆ Conduct Seminars at the Region level for District Membership Enhancement Coordinators
- ◆ Serve as liaison to the Membership Enhancement Division Coordinator
- ◆ Promote changes positively to help keep the politics away from the membership

Other duties the Membership Enhancement Coordinator may be asked to do:

- ◆ Work with the Region Staff to promote Region and District activities and events to the Membership
- ◆ Promote involvement from the Membership – Encouraging everyone to become involved
- ◆ Send random welcome letter (if Region can budget this) to new Members in Region.
- ◆ Gather and/or write articles for monthly Region newsletter

Skills Needed:

- ◆ Be **Highly** detail oriented
- ◆ Be able to handle multiple priorities
- ◆ Must be able to work independently as well as with others
- ◆ Strong verbal and written skills
- ◆ Must be able to communicate clearly and positively, both verbally and written
- ◆ Must be comfortable greeting and meeting new people
- ◆ Have a desire to learn; be open to suggestions
- ◆ Have a positive attitude
- ◆ Be **TEAM**-orientated
- ◆ Have the ability to work with others
- ◆ Access to computer, fax and email
- ◆ Ability to meet deadlines

Membership Enhancement Division Level: Duties and Responsibilities

- ◆ Develop and maintain a data base of Region, District and Chapter Membership Enhancement Coordinators
- ◆ Communicate with Region Membership Enhancement Coordinators by phone or email on a regular basis
- ◆ Be a mentor to new Region Membership Enhancement Coordinators (explain the benefits, the terms, chapter life) and that they understand how to work with the Member reports that they receive each month.
- ◆ Conduct Seminars at Wing Ding for all Membership Enhancement Coordinators
- ◆ Gather and/or write articles for MED “TEAM” newsletter
- ◆ Write an article for *Wing World* or Officer Connection periodically
- ◆ Develop and maintain a data base of “FUN” activities for use by the membership
- ◆ Serve as liaison to the Membership Enhancement Division Director

Skills Needed:

- ◆ Be **Highly** detail oriented
- ◆ Be able to handle multiple priorities
- ◆ Must be able to work independently
- ◆ Strong verbal and written skills
- ◆ Must be able to communicate clearly and positively, both verbally and written
- ◆ Must be comfortable greeting and meeting new people
- ◆ Have a desire to learn; be open to suggestions
- ◆ Have a positive attitude
- ◆ Be **TEAM**-orientated
- ◆ Have the ability to work with others
- ◆ Access to computer, fax and email
- ◆ Have a working knowledge of computer programs (excel, word, etc)
- ◆ Ability to meet deadlines