

# Virginia Council Membership Chair

## Membership Chair Job Description

The membership chair performs a variety of tasks aimed at membership recruitment and retention.

The position responsibilities include:

1. Is an active conduit for communication to members by welcoming new members, giving notice of upcoming events/programs and encouraging lapsed members to rejoin.
2. The Chair should provide advice and resources to the council on topics such as membership statistics (new members, retention rates, trends, etc.), membership survey reports and potential leaders.
3. Act as the Chair of the Membership Committee, which is composed of the Council Membership Chair and Chapter Membership Chairs. This committee shall be responsible for maintaining membership lists and recruiting new members.

## Key Responsibilities (personal or delegated)

1. Develop a membership plan that includes recruitment, retention and return of lapsed members.
2. Encourage members to renew and be active in local/state events and programs
3. Provide membership reports for review at council meetings.
4. Assist those responsible for web and social media in communications to the Virginia membership.
5. Assist in identifying and recruiting potential leaders for chapters and council.
6. Assist chapter membership chairs in efforts to recruit and retain members
7. Provide council with methods to involve members in local conservation efforts, outreach programs and targeted advocacy efforts.