**Chapter Membership Chair**

The membership chair position has a very important role within the chapter.

This document is a template or a starting point, to communicate the role of a membership chair to effectively organize a team to recruit and welcome new members to help your chapter thrive. Customizing this position description to meet your board’s goals and objectives will help ensure that everyone is aware of policies, responsibilities and expectations which bolsters recruitment efforts, maximizes the new leader experience and increases the team’s success.

**Position Specific Recruitment**

Position success is directly related to finding the right person for the opportunity. The recruitment process is an integral part of that success. Forethought and on-going leadership succession are important facets of a successful recruitment strategy.

Recruiting the right talent at the right place and at the right time, takes time and effort but more importantly, it takes planning. Ideally your board has a [leadership succession plan](https://vimeo.com/272450657) and is building potential leaders as an on-going practice. Recruitment efforts can be facilitated through a committee or an identified individual. Regardless of structure, it is important to be aware of potential leaders to identify planned involvement opportunities.

To generate a pool of qualified people, one must know what they are ideally seeking in a candidate. Reviewing the [TU Leadership Manual (Chapter 4)](https://www.tu.org/sites/default/files/TU_Leadership_Manual_June_2017.pdf) is a great place to start to better understand the facets that make a good candidate.

When looking to fill this position, you might consider the following characteristics:

* Commitment and interest
* Ability to attend meetings
* Clear, friendly and professional written communication skills
* Organized with an eye for detail to be prompt, manage timelines, etc.
* Interest and ability to work as a team
* Previous experience with knowledge of board procedures and/or willing to learn
* Support of the TU conservation mission

**Welcoming New Leaders**

Welcoming a new leader is another critical piece that will increase the success rate of your new board member. Introducing the new leader, showing appreciation for their service and communicating position expectations goes a long way in setting the person up for success. Some tactics to consider:

* *Welcome Packet:* Put together a packet of important resources to show organization, effectiveness and that you are vested in their success. Consider including: position description, [TU Leadership Manual](https://www.tu.org/sites/default/files/TU_Leadership_Manual_June_2017.pdf), board contact information, strategic plan, annual report and other items that might be of interest to them
* *Check-In:* Schedule meetings with the new leader to allow you both to ask questions and/or better understand any concerns. These meetings can be on the phone or in person
* *Mentorship:* Connect new leaders with experienced board members to ask questions and share feedback

**Chapter Membership Chair**

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

The position has a wide-range of responsibilities, requiring much more than simply presenting membership updates at board meetings. He or she is an active conduit for communication to members by welcoming new members, giving proper notice of upcoming events and encouraging lapsed members to rejoin. Additionally, the chair should provide advice and resources to the board on topics such as membership statistics (new members, retention rate, trends), membership survey reports and potential leaders to keep the board aware of the current status of the membership.

**Key Responsibilities**

The chapter membership chair must be a current Trout Unlimited member who will organize a committee to ensure that the following responsibilities are completed (personally or delegates tasks):

* Develop a new member plan that includes recruitment, welcoming and retention efforts
* Organize and train friendly greeters for events
* Invest time and energy into member recruitment ([the Membership Memo](https://www.tu.org/get-involved/volunteer-tacklebox/chapter-leader-resources/chapter-committee-resources/membership-committee-resources/))
* Encourage members to renew and be active members
* Assist with membership issues (updating member contact information, errors in membership records, etc)
* Provide membership reports for review at upcoming board meetings
  + Email report to secretary in advance of the meeting for inclusion in the meeting packet
  + Consider updating the board on the number of new members, membership trends and any other specific changes of interest
* Assist the secretary in the communication and correspondence to members and the general public
* Assist with board member recruitment, especially identifying potential leaders by recommending them as committee members to the board

**Elected By/ Reports To**Board of Directors/Board Chairperson

**Term Length**Per by-laws

Time Commitment   
Monthly meetings; additional time required for committee work and other board commitments.

**Budget Support**Limited

**Task Calendar**January

* Review the TU Leadership Manual
* Meet with outgoing chair to review records, lessons learned and list of prior duties/activities
* Familiarize yourself with the Leaders Only Tools section of [www.tu.org](http://www.tu.org)
* Sign up for membership reports in the Leaders Only Tools
* Download a copy of the current membership roster in the Leaders Only Tools
* Draft/update chair recruitment and retention plan
* Communicate notices with members and the general public

February

* Collect and store legacy documents for committee members (online archive of minutes, position instructions, etc)
* Check inventory of membership applications (Applications can be ordered in the Leaders Only Tools section of [www.tu.org--](http://www.tu.org--) see [the Membership Memo](https://www.tu.org/get-involved/volunteer-tacklebox/chapter-leader-resources/chapter-committee-resources/membership-committee-resources/)
* Welcome new members to the chapter by letter, e-mail or phone, and encourage their active involvement in chapter events and activities
* Remind and encourage suspended and expired members to renew
* Review membership reports
* Provide membership report at board meeting
* Communicate notices with members and the general public

March-August

* Organize opportunities to recruit new members
* Welcome new members to the chapter by letter, e-mail or phone, and encourage their active involvement in chapter events and activities
* Remind and encourage suspended and expired members to renew
* Review membership reports
* Provide membership report at board meeting
* Communicate notices with members and the general public
* Update member contact info

September

* Collect and store legacy documents for committee members (online archive)
* Communicate notices with members and the general public
* Welcome new members to the chapter by letter, e-mail or phone, and encourage their active involvement in chapter events and activities
* Review membership reports
* Provide membership report at board meeting

October

* Welcome new members to the chapter by letter, e-mail or phone, and encourage their active involvement in chapter events and activities
* Remind and encourage suspended and expired members to renew
* Review membership reports
* Provide membership report at board meeting
* Communicate notices with members and the general public

November

* Welcome new members to the chapter by letter, e-mail or phone, and encourage their active involvement in chapter events and activities
* Review membership reports
* Provide membership report at board meeting
* Communicate notices with members and the general public
* Confirm the filing of Annual Financial Report by deadline

December

* Circulate board meeting agenda with previous meeting minutes
* Communicate notices with members and the general public
* Welcome new members to the chapter by letter, e-mail or phone, and encourage their active involvement

in chapter events and activities

* Remind and encourage suspended and expired members to renew
* Review membership reports
* Provide membership report at board meeting
* Update member contact info