



LEAGUE OF WOMEN VOTERS OF GREATER LAS CRUCES

Portfolio Description: MEMBERSHIP DIRECTOR

(Adopted September 8, 2008)

Role: To manage the membership responsibility for a local League

Responsibilities:

1. Current Membership
 - Encourage the active participation of current members
 - Maintain a member interest inventory and update periodically
 - Assist directors and study group chairs to identify committee members
 - Ensure that member contact information is current and publish membership rosters annually
 - Follow-up with members that do not renew membership
2. New Members
 - Encourage the recruitment of new members
 - Identify promising recruitment strategies in consultation and with approval of the Board
 - Welcome new members with a letter and membership packet
 - Introduce new members at meetings
 - Arrange periodic orientation meetings for new and prospective members
 - Include prospective members on *The VOTER* mailing list and send a welcoming letter with invitation to join
 - Inform the Board promptly of new members' backgrounds and abilities
3. Members-at-Large (MAL)
 - Review LWVUS online Membership Database to identify members who joined LWVUS (national MALs)
 - Contact LWVNM Membership Director to identify members who joined LWVNM (state MALs)
 - Write a welcome letter that describes membership privileges held by MALs at the local League level: attending local activities, receiving copies of *The VOTER* and other local League publications, and participating in fund raising activities
 - Send invitations to join when national MAL membership nears expiration
 - Receive reports from LWVNM Membership Director about state MAL membership renewal
4. Administrative Responsibilities
 - Maintain membership information in cooperation with the Treasurer
 - Maintain the LWVUS Membership Database, as this is the single source documentation of membership used at all three levels of the League
 - Correspond by email with LWVUS contact to correct or resolve membership problems that arise.
 - Send current membership information to *The VOTER* editor for publication
 - Write articles about membership for *The VOTER*, as needed
 - Report membership activity on a monthly basis to the Board
 - Assist Nominating Committee in identifying prospective leaders

ACTIVITIES SCHEDULE

MONTHLY:

Report membership numbers to board members

Announce new members and give contact information in the newsletter

Encourage recruitment of new members

Introduce new members at meetings

Review and update LWVUS online Membership Database to ensure accuracy of information

Arrange to have potential new members receive the local League's newsletter

MONTHLY AS NEEDED:

Assist directors and study and committee chairs with identification of committee members

Welcome new members with a letter and membership packet

Create articles about membership for the newsletter

Welcome and recruit national members-at-large identified on the LWVUS Membership Database

JANUARY:

Update LWVUS Membership Database to ensure accuracy of membership census for annual per member payment calculation

FEBRUARY:

Assist Nominating Committee in identifying prospective slate of officers and directors.

Annually

Organize New Member Orientations as required during the year.