



## Membership Development Committee

*Adopted 27 August 2015*

### CONTEXT

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Members are one of the greatest of assets of WPWA. Membership dues provide a source of unrestricted funds for use by the organization in achieving mission and vision, members provide volunteer effort that fuel programs and activities dedicated to WPWAs mission. Building and retaining the WPWA membership base is a long-term commitment that is best implemented by a standing committee.

### DESCRIPTION

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As a standing committee of the Board of Directors, the Membership Development Committee (MDC) helps the Board assure that the WPWA membership roster is grown and maintained in a fashion that helps sustain the fiscal and political health of the organization.

### IMPLEMENTATION

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#### *Method of Work*

1. The MDC reports to the Board of Directors and takes direction from the institution's strategic plan.
2. The executive director acts as primary staff to the MDC and ensures that plans and activities are within the capacity of the organization, that they do not conflict or negate other activities or philosophies of the organization, and that there is reasonable fit with existing, annual Plan of Work events and activities.
3. MDC members include both Board and non-Board members, and all committee work is done in partnership with and through the leadership and enabling of assigned staff—the executive director dictates all staff assignments.
4. The MDC does not usurp the authority of the Board, and neither directs nor oversees staff.
5. The MDC meets as necessary, but not less than three times per year.
6. The MDC develops an annual Plan of Work that is integrated with the overall WPWA Annual Plan of Work.
7. The MDC collaborates closely with the Fund Development Committee to ensure that goals and objectives, events and activities, are coordinated in a way to removes conflict and builds upon shared purposes of improving the long-term fiscal health and stability of WPWA.
8. It is NOT the intent of the MDC to develop, plan, and/or implement programs or activities for the membership of WPWA; it is recognized that this should be the

## ADMINISTRATIVE POLICIES

purview of staff and/or a WPWA Programs Committee. It is the intent of the MDC to collaborate with staff and/or other appropriate committees and task forces to enhance membership growth and member retention in keeping with the purpose of the MDC.

### *Scope of Work*

1. Assure appropriate articulation of roles and performance expectations in member development for the MDC, the Board, and individual board members.
2. Devise and recommend member development policies and recommend to the Board for action, including any limitation policies.
3. Nurture a culture of honoring members as “owners” of WPWA throughout the organization, and assure that all members are respected, honored, recognized, and valued as the most valuable asset of the organization.
4. Assure that the Board and individual Board members are adequately educated about the basic principles and best practices in membership development and member retention.
5. Through a membership development planning process the MDC will:
  - a. help establish membership growth and member retention goals for the annual budget;
  - b. devise an annual membership development plan of action for adoption of the Board;
  - c. recommend results and benchmarks for action by the Board.
6. Review results and evaluate return on investment (ROI) compared to the plan. Identify trends and implications and engage the Board in strategic dialogue and decision-making regarding membership development and member retention.
7. Help the Board articulate the case for membership support directed at specific audiences.
8. Establish task forces to carry out specific membership development and/or member retention activities and monitor task force performance.
9. Provide personal follow-up to individual Board members to monitor their participation.
10. Convene membership development and member retention workshops for the board on an occasional and/or as needed basis, that include tutorials by MDC members and/or outside membership development professionals so that the board stays abreast of best available knowledge for non-profit membership development and member retention initiatives.

### *Reporting*

1. Bi-monthly (at minimum) reports serve as the MDC’s opportunity to report on recently completed campaigns, and provides an opportunity to request support of and/or assistance from the board on upcoming campaigns. The MDC should report on:
  - status and trends in membership growth and member retention
  - campaigns under development and in-progress
  - progress toward accomplishing short and long term goals
  - changes to annual MDC Plan of Work.

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