

Membership committee charge

The Membership Committee is responsible for:

- Recruitment, retention and membership service.
- Developing membership campaigns and incentive programs and promoting active participation among the membership.
- Formulating appropriate and productive membership programs with the objective of maintaining and expanding the membership base and reducing attrition.

The committee will develop plans to accomplish these objectives and report to the WPWA Board. In addition, the Membership Committee shall work in unison with the staff in implementing these programs.

This committee will be charged with the following:

- Standardize database input of needed member and donation data, and include mechanisms by which to efficiently track and report on membership and giving status, including trends.
- Define annual membership development goals/targets.
- Create and implement a membership plan to retain current and recruit new members.
The committee will monitor existing WPWA services, programs and benefits, evaluate membership surveys, solicit feedback from members and explore new benefits and make recommendations to the Board.
- Assist in analysis and evaluation of member data. Lead efforts to contact non-renewals and prospective members.
- Align products, services, programs and benefits with membership interests
- Develop and maintain a “Welcome Kit” for new members to send to new WPWA members.
- Spotlight new WPWA members in the Newsletter.
- Other projects the Executive Board has identified as necessary.
- Plan and implement the annual meeting.
- Submit report at the annual meeting describing the work of the committee during the current year.

The membership committee will consist of two Board members and a three non-Board members.