

Local Association Membership Chair Sample Job Description

Chair the Membership Committee

- Consult the MTNA Membership Recruitment and Retention Handbook on the MTNA website, accessible by local and state presidents and membership chairs
- Develop strategies for recruitment and retention
- Monitor progress
- Delegate recruitment and retention tasks to committee members

Assemble materials to use in recruitment

- MTNA national membership brochure, local association membership brochure
- List of current year meetings and activities
- List of benefits of membership
- Links to national, state and local association websites

Actively recruit prospective members

- Teachers who have visited an association meeting or activity
- Teachers who have asked about membership
- Teachers you know who would benefit from membership
- Teachers who have been referred to you for recruitment

Contact non-renewing members

- Compare current dues reports to previous year's membership list to discover non-renewals
- Lists of non-renewals are also provided from the national office
- Find out why teachers have not renewed membership (some simply need a reminder)

Encourage each member to reach out to teachers they know who would benefit from membership or who have let their membership lapse.

Develop a comprehensive list of prospective members. Send e-mail messages periodically, inviting them to special events of the association.

Increase the visibility of the association through the distribution of local association brochures in music stores, schools and the like.

Oversee member retention

- Welcome new members, make sure they have member directory, are on association e-mail list
- Help them get involved
- Help them receive the information and assistance they need