

# MEMBERSHIP COMMITTEE ACTIVITIES

## Description of overall responsibility

Club membership is the lifeblood of the Greensboro Ski & Outing Club. As Membership Chair, the overall duties include the leadership and recruitment of volunteers who engage in activity which promotes and maintains club membership and member information, and the development and implementation of promotional programs, and processing of member application, dues, and member benefits such as newsletter mailing, distribution of a member Directory, and access to events such as monthly membership meeting. The committee activities involve the recruitment, processing, and maintenance of member information in the club. The Database Administrator duties include data entry, generation of reports as needed, and back up copies of database.

The following activities are described below which fall within area of responsibilities of the Membership Committee under the leadership of the Membership Chair:

- Member Enrollment and Database Maintenance
- Maintain and Publish Member information
- Member benefit
- Recruitment of New Members
- Welcome Guests and New Members – Hospitality
- Club Meetings, 50-50 Raffle, and Door Prize, Volunteers
- Renewals and New Memberships
- New Member Social Orientation
- Support Club Events, Socials, Outings
- Manage Club Telephone Greeting and Messages
- TIPS on Conducting Membership Committee Activities

### ***Member enrollment and database maintenance -***

The database is currently stored in MicroSoft ACCESS software. The program is developed by Pam Reid and is administered by JoAnne Gilmore. Linda Ueland serves as technical advisor. The data is entered, changed and updated regularly with incoming membership changes. Reports are run as needed for membership listing, newsletter labels, and renewal letters. Primary overall responsibility of the committee and database administrator include:

- Process members, re-renewals, new members, and guests at monthly meetings.
- Validate member status at monthly meetings, and provide membership cards, and Directory to all members.
- Maintain database, master roster and reports of club membership.
- Ensure that general information about the club is available
- Ensure the sign-up process and member applications is easy to do
- Make applications available. Provide applications to event and trip leaders. Remind leaders to verify club membership on participants
- Ensure that the process of maintaining member information is available - including roster of membership by names, count of member and accurate up-to-date information is maintained
- Ensure that membership status is verified at club meetings.
- Ensure distribution of club membership cards, and member Directory

### ***Maintain and Publish Member information (Database Administrator)***

- Run reports as necessary
- Current reports available from the database:
- Mailing labels for club mailings
- List of members on alpha sheets for check in at membership meetings
- Event and Trip Leaders report
- Periodic report for members signed up since < date >
- Renewal Letters to remind individuals of upcoming renewal
- Membership cards
- List of Archived members

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### ***Member benefit***

It is recognized there should be a benefit of membership over non-members. The role of the membership committee in this idea is to:

- Ensure that member status maintains a benefit to members - club Directory distribution and newsletter mailing through accurate labels, admittance to meetings, membership cards are provided to members
- Ensure guest fees are collected for non-members at club meetings;
- Support trip price differential for member / non-member status

### ***Recruitment of New Members***

The Membership Committee should evaluate opportunity to create and implement a membership drive targeted at the promotion of club membership. Proactive activity may include such ideas as

- Encourage Board approval for the \$ 3.00 Guest Fee at membership meetings. This sets apart members from guests.
- Member sponsor night at membership meeting where guest comes free with a member sponsor.
- Offer an incentive to members who bring a guest, or sponsor a new member

### ***Welcome Guests and New Members -- Hospitality***

The first impression of a club on a new member determines how quickly or to what extent a person will become a valuable club member. The membership committee should ensure that the club exercises hospitality to get the new member oriented and involved. The committee accomplishes this by:

- providing a forum of orientation for new members
- encouraging members to welcome new members - Recruit volunteers to welcome new members and guests
- Introducing new members to existing members with common interests

## **CLUB MEETINGS**

### **BEFORE THE MEETING**

Tables need to be set up by **6:45** to receive people at the front door. People will begin to enter at 7:00 p.m.

**Have a greeter.** (This should be a hospitality person) The greeter will direct incoming members to the right and guests to the table on the left.

**Members** are greeted at the tables on the right side.

Lists are printed out (canary pages) to have members sign in.

- Anyone whose name does not appear on the list, is directed to the guest table.
- Members may use the canary sheets to correct or change their personal information.
- Members are reminded to pick up their door prize ticket.

**Door Prize Tickets** should be available at the end of the tables. Provide tickets to someone at the end of the table to pass out to everyone coming in – all are eligible to door prize tickets. (this should be done by someone other than membership. Who does selling of 50/50 raffle?)

**Non-members** are directed to the table on the left side for registration as a GUEST or to enroll as a new MEMBER..

- Collect \$ 3.00 (cash) for GUEST fees, and have them sign a register of attendance.
- Give a newsletter to guest, and name tag. The newsletters should go to new members if there are not enough to provide – otherwise give old newsletters out if the latest edition is not available. (An old one is better than none, but keep in mind that officer and committee names referenced in newsletters become outdated. Try to keep accurate information on hand.)
- Direct person to get door-prize raffle ticket.

### **DURING THE MEETING**

Have one-two people watch the door for incoming late members and guests.

**AFTER THE MEETING:**

Maintain the membership sign up table for new guests to enroll in membership.

- Guests who attended and paid to attend will receive \$3.00 credit if they sign up for membership the same night. Return the \$3.00 cash, and request a check or credit card payment for the full membership amount.
- Turn in money received to Treasury.
- Checks and Membership or renewal applications should be given to JoAnne Gilmore so they can be processed – added to the membership database, and then credited with payments, and deposited in to club accounts.

**50-50 RAFFLE**

Delegate someone to sell raffle tickets for the 50-50 Raffle. Tickets are \$1.00 and are sold to raffle half of the collection. Use a different color ticket for the 50-50 Raffle than is used for the Door Prize ticket.

**DOOR PRIZE RAFFLE**

Delegate someone to give one door prize ticket to everyone entering the meeting - members and guests.

***People who have Volunteered***

**Hospitality / Greeter:** Karen Cox

**Membership:**

John and JoAnn Gilmore 668-4481

Christen Blethen 228 - 8271

**New Members:**

Dewey Beckner 854-9122

Kathy Thompson 643-5952 (h) 643-8441 (w)

Lina Cline 299-2206

David Ramer 643-6285

**50-50 Raffle and Door Prize Tickets:**

Lee Frueh

Nancy Garner

George Nauman

### ***Renewals and New Memberships***

**Renewals and Membership dues and applications** come in from different sources: The membership meeting, Club Post Office and from club representatives and event leaders. All applications must be signed and have payment attached. If not, they will be rejected and returned to the applicant. All current applications are kept on file by the database administrator.

Within a week after the monthly membership meeting, all new memberships and renewals should be entered in to the membership database. Submit checks to Treasury for deposit, with a list of applicants and checks. This will ensure speedy check processing and accurate record keeping between the membership database and the dues paid in the Treasury.

**RENEWAL Letters** go out the month before membership expires to individual primary members. This provides 6-8 week advance notice before newsletter distribution stops. Renewal letters contain the most current information and the application form is generated so members renewing need only update or correct their personal information.

There is currently no follow-up process in place to write or phone renewal letters who did not respond to renew their membership.

### ***New Member Social and Orientation***

Beginning in January, 1998, a new member social and orientation program began. Meetings are held on the Wednesday following the monthly membership meeting, and have been held at the Spring Garden Brewery Restaurant. There has been a good response to these meetings, with 15 -18 people attending, and new members have applauded the value of the meeting. The meeting is intended to provide a social forum where new members can get acquainted, have questions answered. For event and trip leaders, committee chairs, and Board members it is an opportunity to seek out volunteers and get people involved early in their club membership.

The membership committee should provide a small flyer so new members can take this information with them after signing up. The responsibility of the Membership committee is to ensure that someone from the club is present to host the meeting, and that the host has adequate information about the club to share. It is not necessary for a membership committee to be present, however, it is important for a club leader - officer, director, committee chair or event leader to host the meeting.

Your committee might want to schedule leaders to host the new member orientation throughout the year so responsibility is shared. Make sure you provide leaders with additional applications, brochures and newsletters to recruit newcomers and to be able to tell about club activities.

### ***Support Club Events, Socials and Outings***

Make sure you always have membership applications available when you attend club events. Carry Brochures with you at club activities.

### ***Manage Club Telephone Greeting and Messages***

Most telephone messages are requests from non-members for information about the club.

1. Change Greeting at least monthly
2. Take messages and send newsletters to people who request info about the club
3. Refer to trip leaders the name and phone numbers of people interested in specific activities such as hiking, biking, or skiing.

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## **TIPS on Conducting Membership Committee Activities**

### ***Read By Laws for Membership criteria***

You may be the authority on answering questions or interpreting membership rules. You may be asked to resolve disputes, or provide your opinion where membership is at issue. Seek out the advice and leadership of the Board of Directors and club Officers where you need advice or direction in specific matters.

### ***Conduct a Proactive membership activity***

Think of creative ways to use community programs or to provide members with incentives to recruit new members. Use of brochures and newsletters promotes the club, and the membership committee can work with publicity, newsletter committee and event leaders to encourage new membership sign-ups. For example, some ideas in the past have included giving prizes to members for bringing guests.

### ***Make a Checklist of Activities requiring supplies***

Keep stamps on hand for mailing newsletters to non-members. Newsletters currently require a 55 cent stamp for general postage.

Check supplies at the membership and new member sign-up table – Raffle tickets, nametags, applications, and sign up sheets.

### ***Advertise in the Newsletter***

Periodically run an ad in the newsletter seeking volunteers. Write an article as a reminder of September memberships. This will apply to the masses. You may want to stage a special sign-up and publish this event for the September meeting.

### **Voucher your EXPENSES**

Some regular administrative expenses are authorized and you will be reimbursed for regular supplies such as postage stamps, nametags, copying costs, envelopes, and raffle tickets. For additional supplies such as file cases, notebooks or computer accessories, prior approval should be obtained before incurring the expense.

Expenses are vouchered by completing a *Check Request Form* and submitting it to the Treasurer with receipts.