



DIRECTOR, MEMBERSHIP

The purpose of the Membership committee is to solicit and encourage membership in the Chapter through thoughtful recruitment, meaningful engagement and relationship building. The role of the Director, Membership is to lead the recruitment and retention process with Membership Committee members and work towards the achievement of chapter membership goals.

Roles and Responsibilities:

- Prepare and execute a membership recruitment plan including a goal for the number of new members to be recruited
 - Coordinate with the Director, IDEA to ensure that recruiting efforts results in a diverse membership
 - Recruit volunteers from the chapter membership to assist in executing the plan
- Prepare and execute a membership retention plan including a goal of the percentage of current members to be retained
 - Develop a program to welcome new members and encourage their participation in chapter activities
 - Send monthly emails to thank new members for joining AFP, renewing their AFP membership
 - Send reminder emails to lapsed members to try and re-engage their membership
- Coordinate and manage any membership-related correspondence
 - Follow up and respond to member inquiries that are emailed to info@afpedmonton.ca and forwarded to Director
 - Plan and execute yearly chapter survey and distribute results with an action plan to the Board of Directors
 - Ensure that any feedback made by members during recruiting, retention or member satisfaction surveys are brought to the attention of the Board of Directors to be addressed as the Board sees fit
 - Provide support to membership by responding to emails and calls regarding membership status and membership benefits
 - Follow up on membership-related correspondence received from AFP Global
- Support the Young Professionals Committee Chair and the Mentorship Committee Chair in their activities and ensure coordination of all membership engagement plans
- Report to the President-Elect, Board of Directors and membership at regular intervals
 - Become familiar with the online membership reporting system, keep the membership roster continuously up to date and provide AFP Global with any address corrections or discrepancies
- Participate in strategic planning and board recruitment efforts
- Develop and submit a budget for the Membership portfolio to the Treasurer as requested
- Attend regularly scheduled Board meetings and retreats
- Turn over to the successor all chapter records and/or property immediately upon completion of term or resignation prior to completion of term



Length of Term: 1 year terms with the maximum of eight terms total

Average Time Commitment per Month: 10-15 hours per month

Time Commitment Breakdown:

- Board Meeting: 1 hour monthly
- Strategic Planning Meeting: 1 hour monthly
- Committee Meetings: 2-3 hours monthly*
- Portfolio Work Time: 5-10 hours monthly*
- Total monthly commitment: 10-15 hours per month

**It is important to note that work within Working Groups will fluctuate throughout the year. The estimates above reflect the average amount of time projected.*

Administrator Responsibility to Portfolio

- Assist in the preparation/execution of membership mailings, as requested by the Director of Membership
- Provide support with specific membership inquiries or questions as directed by Director of Membership
- Provide administrative support at Membership events as requested