

## **DIRECTOR OF MEMBERSHIP**

The responsibilities of the Director of Membership shall be as follows:

- Maintains current records on Chapter members, including names, titles, companies, addresses, telephone numbers, fax numbers and e-mail addresses. Also maintains the VIP list
- Advises the Communications Chair of the names of new members for inclusion in the Chapter's email distribution list and Programs Chair for recognition at programs
- Prepares reports for the Board of Directors on the number of current Chapter members, new members, non-renewing members, and retention
- Determines, in conjunction with the Board of Directors, any necessary statistics that should be requested periodically from the membership
- Distributes information to potential members discussing the benefits of WTS and inviting them to become members
- Distributes a “welcome package” to all new chapter members that includes a welcome note from the President, announcement of upcoming programs, and the link to the Chapter’s website
- Determines need for, timing of, and types of special membership drives for the Chapter and makes recommendations to the Board of Directors after coordination with any relevant Chairs
- Coordinates renewal initiatives to include a survey of why members do not renew
- Participates in monthly membership calls of WTS and serves as liaison for International/Chapter membership communications and issues
- Coordinates with Director of Development to obtain names and contact information for members using sponsorship memberships. Registers sponsorship memberships through online portal and coordinates with the Treasurer to ensure payment of membership dues is sent to WTS International.