

VICE PRESIDENT MEMBERSHIP

Job Description

The Vice President of Membership, also referred to as the Membership Chair, is an elected member of the Board of Directors and reports to the Board. The Chair will be familiar with League positions and principles and the specific duties of the portfolio. As a Board member, s/he collaborates in making policy and in the planning and carrying out of League activities. This is not a sensitive position with respect to the League's nonpartisan policy.*

GENERAL RESPONSIBILITIES

- Understands the duties of the Membership Chair.
- Understands the duties of other portfolios and works with them.
- Delegates responsibilities and designates a backup person or persons for leadership roles.
- Trains successor and hands over current updated job description.
- Cleans out files and ensures that important documents are archived.

SPECIFIC DUTIES

- Maintains electronic Membership database with names, addresses, e-mail addresses and telephone numbers; verifies their accuracy and records changes. Is familiar with Excel spreadsheets and Microsoft documents.
- Coordinates for accuracy with a designated committee member who manages National database.
- Honors members' requests for privacy with respect to the distribution or publication of contact information.
- Reports changes in membership and membership activities at Board meetings.
- Updates membership letters and brochures and arranges for printing as needed.
- Brings membership materials and sign-up sheet to all public meetings or League-sponsored programs. Forwards names from sign-up sheets to Communications Chair for e-blasts.
- Plans strategies and community outreach activities to attract new members.
- Sends letters to new and potential members, holds orientations, and prepares information packets for all new members
- Identifies new members' skills and interests in volunteering; ensures referrals to relevant committee chairs, with follow-up requests for confirmation of contact with member.
- Writes articles for *The Voter* regarding membership opportunities and issues.

TIME-SPECIFIC DUTIES

- Sept.-Oct.: Recruits committee from non-Board members and new members for specific duties and schedules committee meetings.
- Oct.-Nov.: Formulates a plan with the committee for membership growth, retention and development throughout the year and presents plan to Board.

- Oct.-Dec.: Surveys members as to their interests in League activities, suggestions, and any assistance they need to attend League functions. Information gathered to be made available to other committees.
- Nov-Jan.: Organizes membership renewal campaign October through January to maximize membership for national reporting date of January 31. Mails renewal kits to members in early December and follows up with reminders through January.
- Jan.: Submits budget proposal for following year to Budget Committee.
- Jan.: Submits updated membership list to National Database by Jan. 31 deadline.
- April: Writes an annual report for publication in the Annual Meeting Notice.
- May: Prepares printed Membership Directory with privacy protections for distribution at Annual Meeting in June and mailing to members who do not attend.

*See LWVA website for Non-Partisan and Diversity policies.

Adopted March 19, 2015

Revised April 19, 2018