



Membership Committee

The Membership Committee is responsible for membership recruitment and retention. The Membership Committee will coordinate efforts with the board of directors in keeping in line with the goals and objectives of the strategic plan. The charges to this committee are:

1. Develop a marketing plan to recruit new members to NAHCR by focusing primarily on the target market as identified by the board/strategic plan. This plan will include key messages regarding benefits of membership to the targeted communities
2. Identify and research methods in which to reach the key target market and work with staff to determine accurate budget and operational requirements
3. Work with staff to draft and develop effective membership marketing pieces (e.g., brochures, ads, postings, etc.)
4. Using data provided by staff, develop a process to help NAHCR identify why members in their first 2-3 years do not renew their membership; once identified make recommendations to the board regarding ways in which to improve retention rates
5. Develop and implement a new member welcome program
6. Develop and implement a membership renewal campaign

Subcommittees: (if needed)

Recruitment

Retention

Composition:

The committee will have a chair and a co-chair that serves as the Board Liaison. Total composition should include at least one institutional member, one individual designated to coordinate the recruitment efforts and one individual identified to coordinate retention efforts. This committee will rely heavily on staff support to coordinate operational details.