



Central PA

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Membership Chair

The Membership Chair aims to maintain and grow the local membership. In essence, this is the indirect responsibility of every Board member, but the Membership Chair leads any recruiting/ membership drive initiatives. The Chair does this primarily by maintaining tools and reports that assist with communicating to lapsing members and by creating and using tools that demonstrate the value of membership.

Duties Include:

- Maintaining an accurate and current local membership list by accessing AIGA membership databases (available on the Chapter Dashboard);
- Participating in the Membership Directors' conference calls, as needed;
- Adding new contacts from event sign-in sheets;
- Developing and implementing a member recruitment and retention strategy based on goals for the year;
- Attending events and presenting membership materials at the door, answering questions and processing applications;
- Creating and sending membership packets to welcome new members and reminding members to renew their membership;
- Notifying Executive Board of Board memberships that have lapsed or are about to lapse and contacting those members;
- Maintaining awareness of benefits and categories of membership; be prepared for membership questions;
- Think creatively of ways to give back to the Membership.