

CAI Chesapeake Chapter Membership and Marketing Committee Charter

Title: Membership & Marketing Committee

Term: **Chair** may serve a term of one (1) year but may not serve for more than three (3) consecutive years.

Vice-Chair shall serve a term of one (1) year but may not serve for more than three (3) consecutive years with the intent to succeed the Chair when their term expires.

Reports to: Board of Directors

Chair & Vice-Chair: Appointed via Committee Protocol by the Board President as stated in the Chapter By-Laws Section 4.

Board Liaison: Appointed by the Board President

Purpose

To develop, plan activities and strategies for recruiting new members and retaining current members, in accordance with the Board's directives. To welcome new members and provide information regarding the Chapter, its members, and the benefits of membership. To assist new members and existing members in becoming acquainted with other members and available Chapter resources. To provide mentorship to new and existing members. To facilitate networking among the members in furtherance of their professional development. To promote the value of CAI to the membership and general public. To help formulate marketing plans/ideas to further the Chapters membership.

Authority

The Membership & Marketing Committee serves at the pleasure and direction of the Board;

Coordination

The Board Liaison shall not be a voting member of the committee but will participate in committee meetings to aide in facilitating communication between the Board, committee and Chapter Staff and to clarify any questions regarding the Board's directives.

Membership

The Membership & Marketing Committee shall be comprised of Committee Chair, Vice-Chair and Board Liaison. Committee members must be members of the Chapter who are in good standing. The Committee will consist of volunteers from the various membership types (i.e., business partners, managers and homeowner volunteers). Committee members may be removed by resignation or by a majority vote of the Board.

Committee Chairs

All Committee Chairs and Vice-Chairs shall be appointed by the President of the Board of Directors.

Committee Function

The Board shall provide a directive to the committee with goals for the membership committee, which may include suggested strategies, events, and programs, such as contacting expired and soon-to-expire members to encourage renewal of membership; incentives for members to recruit new members; identifying and soliciting prospective members; identifying members' needs and providing services accordingly; and educating members and prospective members regarding the benefits of membership, showcasing current members; contacting and welcoming new members; identifying members in need of mentorship and members who can fulfill such needs.

The Board will also consider suggestions regarding any of the foregoing from the committee and encourages the same. The committee shall work with Chapter Staff to identify/formulate marketing programs for implementation.

Committee members should make every effort to promote membership, the benefits of membership, and to serve as mentors to the membership, and to promote the Chapter and its activities, programs, and events to members and prospective members as well as effective marketing of those activities, programs and events. Coordination should be made with other committees as appropriate and as determined by the Board (e.g., coordinate with Social Events Committee, Holiday Social Committee, and Education Committee to specially invite new members to events or coordinate with Newsletter Committee to promote members, membership programs, and benefits of membership).

Board Review

Submissions of proposals should be sent to the Chapter Executive Director and Board Liaison who will submit them to the Board for review. The Board shall review any committee proposals during the Board meeting immediately following submission of the proposal and may coordinate with the Chapter's Executive Director in its review and approval or rejection of a proposal. The Board shall direct staff to notify the committee chair of its approval or rejection or suggested revisions to a proposal. If a proposal is approved, the Board may direct the committee and/or Chapter Staff to take various steps to implement the proposal. Every effort should be made to timely inform the Board of any actions taken in furtherance of the foregoing, through its meeting minutes which specifically show "Board Action" that may be required, and by direct communication with the Board Liaison(s), President and Chapter's Executive Director.

Survey

The Committee shall assist Chapter Staff to develop a survey/comment form to solicit feedback from members regarding any of its membership programs, events, or activities. The committee should actively solicit suggestions and feedback from the membership and report the same to the Board.

Meetings

Committee members shall regularly participate in meetings. Meetings will be planned on an annual calendar basis. After three (3) unexcused meetings the participant will be removed from the committee and Chapter Staff shall ensure that the email chain is updated providing the Chair/Vice-Chair and Board Liaison with an updated committee list and committee email addresses.

The committee shall provide written meeting minutes of any meetings held which are to include a separate section showing "Board Action" and "Action Items" to be completed by Committee Members.

Notices of committee meetings to be sent by Chapter Staff via e-mail to all committee members, the Board Liaison(s) and the President at least 7 days prior to the meeting. Chapter Staff will coordinate meeting dates and times with committee chairs prior to sending notices of meetings. In general, all meetings will take place at the Chapter office currently located in Columbia, Maryland. *Notices should include a meeting agenda, minutes of the immediately preceding meeting, and any relevant materials to be discussed at the meeting.*

Based on the Board directive, committee chairs should hold meetings at regular intervals and/or should attempt to hold monthly meetings at times most convenient for the majority of the committee members during regular Chapter office hours. Committee meetings may be held via conference call, from time to time.