MEMBERSHIP COMMITTEE

Chair: Lori Lain
Vice-Chair: Connor LaValle
Staff Liaison: Member Relations Manager
Board Liaison: Laura Shaw

Purpose:
To help the Chamber increase new membership, maintain member retention and to continue to develop relationships between existing members, while promoting chamber events and programs and informing our members of the various, tools, services, and benefits of the Chamber.

Role Expectations:
- Support the Membership Relations Manager in sponsorship and membership goals, including but not limited to retention and membership goals.
- Promote the Chamber of Commerce to non-members.
- Assist the overall Chamber in achieving retention and membership growth goals.
- Committee members are strongly encouraged to attend events such as ribbon cuttings, speed networking, luncheons and after hours.
- Provide insights and perspectives on the "voice of the members."

Goals and Action Plan:
- Review, modify and execute role, scope, and strategy of committee, increase membership in the committee and drive consistency of execution.
- Contact and engage new members, as well as established, throughout the year as per individually assigned new members to membership committee members, via membership outreach program.
- Increase member awareness of tools, programs, resources, and services, in conjunction with the other committees as well, and Member Relations Manager.
- Host and support the annual Membership Breakfast to be held in November.
- Develop, execute, and monitor the mentoring program for new and existing chamber members, in conjunction with Chamber staff.
- Coordinate membership drive to coincide with Chamber week.

Programs/Events:
- Annual Membership Breakfast.

- Member/Prospect Recruitment Event.
- Involvement with Inservice Training in ChamberMaster for members.

Meeting Date:
- 1st Thursday of each month from 8:00-9:00 am at Chamber.

Income Goal:
- Promote & Secure Annual Committee Sponsorships.
- Minimum Break-Even or Better on Events.

ST. CHARLES

Area

CHAMBER OF COMMERCE