



Gold Coast Chapter Membership Committee Charter

Committee Purpose

The purpose of the membership committee is to support existing members, attract new members, and regularly engage members, leading to member satisfaction and renewals.

Committee Activities

- Respond to membership inquiries (within 24 hours) by phone/email.
 - Schedule a Zoom meeting.
 - Explain the types of memberships available.
 - Provide an overview of how CAI is structured.
 - Discuss the different chapters and their boundaries.
 - Offer forms including affiliate update and multi chapter membership.
- Phone/email outreach to existing members (quarterly)
 - Ensure contact details are current, updating with national & chapter as necessary.
 - Provide business partners with affiliate update forms and multi-chapter forms.
 - Remind members of dates and locations of upcoming events
- Lapsed member outreach (optional)
 - There is only a small focus on lapsed members since national has a very robust follow-up schedule. This prevents volunteer and former member frustration - especially with people that have opted out of communications.
- In person support during events (optional)
 - Welcome potential members.
 - Help sign people in at the start of the event.
- Phone/email follow up after events (within one week)
 - Thank members for attending.
 - Contact non-members who attended and invite them to a Zoom (following the same procedures as membership inquiries)
 - Reach out to no shows, let them know they were missed, and invite them to a future event.

Committee Needs

- Membership rosters (quarterly)
- New membership lists (monthly)
- Lapsed member lists (monthly)
- Budget for 1 event, to come from sponsor funds.
- Monies for name badges and branded collateral.



Committee Chair Responsibilities

- Implement initiatives as indicated in the chapter's strategic plan.
- Work with the board liaison to communicate committee updates and requests to the other board members as needed.
- Provide the board with a budget for membership activities for the following year.
- Plan one membership appreciation event to be held in April/May
- Staff tables at local trade shows depending upon space provided by expo (2x/year)
- Host monthly zoom meetings and provide meeting minutes (10x/year)
- Chair to be appointed by the President to serve a one-year term.
- Members to be determined by the Chair.
- Write one article/quarter for the magazine.

Committee Member Responsibilities

- Be a CAI member in good standing.
- Sign an NDA agreement to keep membership data confidential.
- Remember to represent CAI, not the employer.
- Wear CAI and not employer badges at events.
- Be friendly and personable at all times, behaving with integrity.
- Willing to take the time needed to respond to inbound inquiries and perform outreach.
- Knowledge about the different membership types within CAI
- Understand when to defer to national when necessary.
- Attend monthly meetings (10x/year) and chapter events when possible.
- A max of two unexcused and three excused is fair. Joining zoom on mute with camera off and no participation for the whole meeting will count as an absence.

Benchmarking

Success will be measured through charting membership growth as well as retention vs. prior years and other chapters.

Note

Additional responsibilities are to be performed at the discretion of the chair, upon mutual agreement with the Board Liaison.