



## **Membership Enhancement Coordinator Position Description of Duties and Responsibilities**

### **Purpose:**

The Membership Enhancement Coordinators main purpose is the retention of Members. They will work with the Directors to educate the Membership on the many benefits of being a GWRRA member (i.e. Gold Book, *Wing World*, Rescue Program, etc.) and make sure all the New Members, Prospective Members, and Expiring Members are contacted on a monthly basis when the Area Report List is sent out from the Home Office.

### **Chapter Level: Duties and Responsibilities:**

- ◆ Develop and maintain a membership listing for the Chapter from the sign-in sheet and provide support for the Chapter Director.
- ◆ Be responsible for the sign-in sheet at Chapter gatherings making sure everyone signs in and checking Member's expiration dates.
- ◆ Work with membership data from Area Report (New Members, Prospective Members, Expiring Members, and Unassigned Zip Codes).
- ◆ Contact New Members, Prospective Members, and Expiring Members, via mail, e-mail, or telephone.
- ◆ Complete the contact data column on New Members, Prospective Members, and Expiring Members List.
  - Complete and return the list by email to Region Membership Enhancement Coordinator
  - Send a copy to: Region Director, District Director, District Membership Enhancement Coordinator, and Chapter Director
- ◆ Review Full Area Report list received in January and June for Members in the area who may not be attending Chapter gatherings and may need to be contacted.
- ◆ Serve as liaison to the District Membership Enhancement Coordinator making sure the District Membership Enhancement Coordinator is made aware of any changes to the Chapter Membership Enhancement Coordinators information (new Coordinator, email address, etc.).
- ◆ Promote changes positively to help keep politics away from the Membership.
- ◆ Be a mentor to New Members (explain the benefits of GWRRA, the terminology, Chapter Life, etc.).
- ◆ Promote involvement from the Membership – Encouraging everyone to become involved.

### **Other duties the Membership Enhancement Coordinator may be asked to do:**

- ◆ Gather and/or write articles for Chapter Newsletter.
- ◆ Work with the Chapter Director and Staff to promote Chapter activities and FUN events for the Members.
- ◆ May be asked to serve on the Couple of the Year selection committee.

## **Skills:**

- ◆ Must be comfortable greeting new people
- ◆ Must be comfortable meeting new people
- ◆ Be detail-oriented
- ◆ Be able to handle multiple priorities
- ◆ Must be able to work independently
- ◆ Must be able to work well with others
- ◆ Must be able to communicate clearly and positively
  - Verbally
  - Written
- ◆ Have a desire to learn
- ◆ Be open to suggestions
- ◆ Have a positive attitude
- ◆ Be **TEAM**-orientated
- ◆ Have access to a computer, fax and email
- ◆ Have a working knowledge of computer programs (Excel, Word, etc)
- ◆ Ability to meet deadlines
- ◆ Have good organizational skills

## **District Level: Duties and Responsibilities:**

- ◆ Develop and maintain a database of Chapter Membership Enhancement Coordinators for use when sending out the Member reports /Area Report List each month and provide support for the District Director. Send a copy of this data to the Region Membership Enhancement Coordinator. Keep the Region Membership Enhancement Coordinator up-to-date with any changes to the Chapter Membership Enhancement Coordinators information (new Coordinator, email address, etc.).
- ◆ Work with District membership data (New Members, Prospective Members, Expiring Members, and Unassigned Zip Code list) and distribute it to all individual Chapter Membership Enhancement Coordinators and Chapter Directors. (If you have Members, Prospective Members, or Expiring Members on the list that are in another Region or District, forward this information to the correct Region or District Membership Enhancement Coordinator who will contact this Member.)
- ◆ Review the Chapter Area Report contact data information received (as a copy) from the Chapter Membership Enhancement Coordinator and make recommendations to the Region Membership Enhancement Coordinator as needed.
- ◆ Review Unassigned Zip Code information to:
  - Identify Zip Codes that should be assigned to a Chapter
  - Make recommendations for Zip Code assignments to the District Director (**only** District Directors can make/change Zip Code assignments)
  - Identify areas for new Chapters
  - Make recommendations for possible new Chapters to the District Director
- ◆ Be a mentor to New Chapter Membership Enhancement Coordinators (explain the benefits of GWRRA, the terminology, Chapter Life, how to promote FUN activities at the Chapter level and explain how to work with the Area Report List that is sent to them monthly).
- ◆ Conduct Seminars.
- ◆ Promote involvement from the Membership – Encouraging everyone to become involved.
- ◆ Serve as liaison to the Region Membership Enhancement Coordinator.
- ◆ Promote changes positively to help keep politics away from the Membership.

### **Other duties the Membership Enhancement Coordinator may be asked to do:**

- ◆ Work with the District Director and Staff to promote District activities and Fun Events for the Members.
- ◆ Work with the District Staff and Chapter Staff's to promote all membership activities in the District.
- ◆ Develop and maintain a monthly District events calendar.
- ◆ Distribute the monthly District events calendar to the Chapter Membership Enhancement Coordinators and the Chapter Directors.
- ◆ Send welcome letter to new Members (by email or mail).
- ◆ Gather and/or write articles for District Newsletter.
- ◆ Serve as the Couple of the Year Coordinator.

### **Skills:**

- ◆ Be **Highly** detail-oriented
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### **Region Level: Duties and Responsibilities:**

- ◆ Develop and maintain a database of District Membership Enhancement Coordinators and Chapter Membership Enhancement Coordinators and provide support to the Region Director. When this list is compiled, send a copy to the Membership Enhancement Division Director.
- ◆ Work with Region membership data (New Members, Prospective Members, Expiring Members, and Unassigned Zip Code list) and distribute information to District Membership Enhancement Coordinators and District Directors within the Region.
- ◆ Review and compile Chapter Area Report contact data information received from the Chapters and submit a report to the Membership Enhancement Division Directors each month.
- ◆ Be a mentor to new Membership Enhancement Coordinators (explain the benefits of GWRRA, the terminology, and how to promote FUN activities within the Districts and explain how to work with the Area Report List that is sent to them).
- ◆ Conduct Seminars.
- ◆ Serve as liaison to the Membership Enhancement Division Director.
- ◆ Promote changes positively to help keep the politics away from the Membership.

## **Other duties the Membership Enhancement Coordinator may be asked to do:**

- ◆ Work with the Region Staff to promote Region and District activities and FUN events to the Members.
- ◆ Promote involvement from the Members – Encouraging everyone to become involved.
- ◆ Gather and/or write articles for Region Newsletter.
- ◆ Serve as Couple of the Year Coordinator.

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## **Division Director Level: Duties and Responsibilities**

- ◆ Serve as a liaison to the Executive Director
- ◆ Coordinate Membership Enhancement Division activities with the Leadership Training Division and the Rider Education Division to promote the overall success and growth of GWRRA
- ◆ Maintain a data base of Region, District and Chapter Membership Enhancement Coordinators
- ◆ Communicate with Region Membership Enhancement Coordinators by phone or email on a regular basis
- ◆ Be a mentor to new Region Membership Enhancement Coordinators and explain how to work with the Area Report List that they receive each month.
- ◆ Review Chapter Area Report contact data information received from the Regions and make recommendations to the Executive Director.
- ◆ Conduct Seminars
- ◆ Gather and/or write articles for Membership Enhancement Division “TEAM” newsletter
- ◆ Write an article for *Wing World* or Officer Connection periodically
- ◆ Develop and maintain a data base of “FUN” activities for use by the Members
- ◆ Other responsibilities and duties assigned by the Executive Director

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**ACKNOWLEDGEMENTS**

**Ed and Linda Johnson  
Membership Enhancement Division Directors**

**Clara and Fred Boldt  
Membership Enhancement Division  
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**Approved June 2008 by:**

**Melissa Eason  
Executive Director GWRRA**

**Ed and Linda Johnson  
Membership Enhancement Division Directors**