



Alamo Chapter

Volunteer Position Description

Title: Vice President, Membership Recruitment & Retention

Importance of Position: To maintain and protect membership files and to promote the procurement of new members and retention of current members.

Note: Will act on behalf of the President in his/her absence when the President-Elect is also absent.

General Expectations:

- Current member of MOAA and of MOAA-AC
- Aware of MOAA-AC by-laws and Strategic Plan
- Write a monthly (or as required) article for *The Lariat*
- Computer access and reasonably computer literate
- Attend 85%-100% of Board, staff, and membership meetings
- Prepare and submit budget input as needed
- Support the planning process as needed

Position Qualifications:

- Must be knowledgeable of recruiting and retention programs
- Able to coordinate and support the efforts of assistants who are focused on the recruitment and retention efforts.

Responsible to: Chapter President

Major Responsibilities:

- Attend Board of Director meetings as an ex-officio/nonvoting member.
- Recruiting
 - a) Establish and supervise the efforts of a team of volunteer persons who will focus on the recruiting effort.
 - i) It will likely be necessary to develop a membership team that can focus on the following categories of potential members:
 - (1) Active duty personnel
 - (2) Surviving Spouse membership
 - (3) Persons who are members of MOAA-National but have not joined our Chapter
 - (4) Support of recruiting efforts suggested by MOAA-National
 - (5) Other former officers of the Uniformed Services (friends, etc.)

- b) Establish and deliver to a set of goals for the annual attainment of new members. (Note: the annual membership goal should be 'net' of losses.)
 - i) Report monthly on the results of the recruiting efforts, by category of member (Active Duty; Surviving Spouse; etc.).
 - (1) Evaluate what recruiting efforts are the most productive, etc.
 - c) Work to ensure that each new member is welcomed into the MOAA-AC in an appropriate manner.
 - i) Welcoming letter from the Chapter President or other such person.
 - ii) Ensure that each new member has a temporary sponsor / host at the first meeting to be attended by the new member.
 - iii) Ensure that those new members who express an interest in volunteering to support the MOAA-AC are given a chance to do so, soon.
 - d) Ensure that there is recruiting coverage at functions and activities that will be a likely source for new members.
 - e) Encourage and support all members in their recruiting efforts.
 - i) Use *The Lariat* to encourage recruitment by all members.
 - ii) Send an occasional 'blanket email' to all members, soliciting their support in the recruiting effort.
 - f) Be responsible for the development and use of tools for recruiting (e.g., flyers; posters; etc.)
 - i) The recruiting program must, by necessity, address the "what's in it for me" issue.
- Retention
 - a) Develop and exercise a program to proactively follow-up on potential losses of members.
 - i) Engage the efforts of the leadership of the MOAA-AC to contact potential losses, as required, in order to dissuade them, if possible.
 - b) Report monthly on the number of losses, the reason for the losses, and the success / failure of follow-up contact efforts to retain them.
 - i) Over time, develop and analyze the reasons for losses so that programs and plans can be put in place to reduce such losses.
 - c) Coordinate with the VP for Programs to ensure that scheduled programs appeal to the interests of the membership.
- Awareness of programs for membership
 - a) Write a monthly article for *The Lariat*, discussing membership matters.
 - b) Provide a 'membership table' at all official MOAA-AC functions.
- Point of contact for recruiting material
- Maintain and make available as needed the MOAA-AC membership roster.

Training/Preparation:

- Maintain a positive approach to recruiting by participating in local events where recruiting may take place
- Work to ensure that there is a constant source of volunteer personnel in the pipeline, to assist in the recruiting effort.

Average Time Commitment: 40 Hours/month

Length of Commitment: Minimum one-year

Measures of Success:

- Increase in membership vs. established goals (new members minus losses)
- Retaining of members vs. established goals for losses (e.g. less than 2% per year)
- Positive feedback from members
- Members wanting to recruit
- Chapter receives 5 Star Level of Excellence award each year
- Complete all action steps, as assigned, in the chapter Strategic Plan.

Date Prepared: May 2007

Dates Revised: November 2018