

WCR Committee Responsibilities  
**STANDING COMMITTEES**

**MEMBERSHIP/MARKETING Committee**  
Overseen by Vice President of Membership

The functions of the Marketing and Membership Marketing Committees are combined. The responsibilities of the committee include the following general items.

Membership

- Recruit New Members
- Retain Current Members
- Notify National and State WCR of Changes of Status or Member info
- Compile and publish Chapter Roster
- Pre-qualify candidates for National Affiliate Membership
- Submit to newsletter, info on New Members or change of status info
- Referrals

Marketing

- Prepare Media Releases
- Copy State and National of Local Newspaper Clips
- Dissemination of necessary info (phone, fax, mail, email)
- Newsletter
- Website for membership
- Coordinate a photographic record of chapter activities for history and publicity
- Submit info (promotional) newsletter
- Member Bio
- Promote/market events (flyers, advertising etc)

It is recommended that the Chairperson and Co-Chair assign responsibility for the above to specific individuals on the committee. There is no rule that says you can't go outside your committee to ask for help!

*Example for demonstration purposes only*

<b>Assignment</b>	<b>Responsible Member</b>
Prepare Media Releases	
Copy State and National of Local Newspaper Clips	
Prepare all marketing /meeting flyers	
Dissemination of necessary info (phone, fax, mail, email)	
Newsletter	
Website for membership	
Coordinate a photographic record of chapter activities for history and publicity	
Submit blurb for Newsletter	
Member Bio	

## MEMBERSHIP/MARKETING COMMITTEE IDEAS

### Membership Renewal/Retention

- Plan a Chapter membership campaign that encourages and challenges members to recruit new members
- Table at meetings before/after with computer for online renewal
- Plan for recognition of new members at Chapter meetings

### NEW MEMBER DRIVE Jan-Mar

Each month:

Orientation/Social  
Wine/cheese  
Ice Cream Social  
Breakfast  
Resource Table  
Sign up (computer)  
Event slide show

### ORIENTATIONS (Must have at least 2 per year)

Wine/Cheese (like chamber)  
Slide show/Power point

### New Member Packet

Current Newsletter  
Member Directory  
Leadership list/contact info

### Members:

Pic/w bio  
Member Directory (website)

### RESOURCE TABLE (combine with Hospitality & Ways and Means)

Member Directory  
Newsletters  
Flyers of Events  
Flyers/Notice of Next Meeting  
Applications  
Connections Magazine  
Calendar of meetings and programs  
Slideshow of events on computer [or have on overhead)  
Promote SHIRT ORDERS  
Display Chapter BANNERS

### Media Releases (send copies to State/National when published)

Event promo/ Event Recap  
? Meeting/Program promo/recap  
? Education Classes

? Monthly meeting/program flyers at MLS

? Applications at MLS

? Calendar of meetings and programs at MLS