

ROLE TITLE: Director of Membership

PURPOSE OF ROLE¹: The purpose of the Director of Membership role is maintain membership records and encourage membership growth and engagement.

RESPONSIBILITIES²:

- Responsible for maintaining the official membership file.
- Responsible for volunteer appreciation.
- Responsible for planning and executing an annual member opinion/demographic survey.
- Responsible for developing the volunteer pool.
- Responsible for attending all board meetings.

SPECIFIC ACTIVITIES³:

- Provides weekly membership count to Boomer Blast editor.
- Sends welcome letter to new members when membership fee is/dues are paid.
- Keeps a log of all volunteers for each year.
- Organizes and hosts the annual volunteer luncheon, with all board members in attendance. This luncheon will be held in January, for the prior year's volunteers.
- Promotes Boomers Rock merchandising to members.
- Creates, executes, and reports the results of an annual membership survey (opinions, demographics).
- Devises methods for increasing membership.
- Provides Secretary final annual membership and volunteer records for archival purposes.

¹ Why this role is important to Boomers Rock

² No matter how it gets done, what is this role responsible for accomplishing. Start each entry with "Responsible for. . ."

³ If there are specific tasks that this role must do, enter them here. Start each entry with a verb.