



**MEMBERSHIP Director** of the organization shall:

- A. Preside as Chairman of the Life Membership Committee and establish the committee by first quarter.
  - 1. The Life Membership Committee shall comprise previous and current Board Members.
- B. Plan the annual membership drive to run from November 1<sup>st</sup> through March 31 annually.
  - 1. Provide detailed instructions in a global e-mail to all members for the online renewal process.
  - 2. Make certain the online renewal process is correct prior to the renewal e-mail transmission (mailing address, PayPal, contact information, etc.).
  - 3. Have goal of 10% increase in Membership each year.
- C. Upon receipt of scanned copies of checks and supporting documentation, post all renewals and new member payments in Wild Apricot.
  - 1. Postings should be entered as detailed as possible for future research purposes;
  - 2. New member applications must be approved upon receipt of payment;
  - 3. Check PayPal for renewal and new member payments to be entered into Wild Apricot.
- D. Prepare a monthly Membership Report for the Board meeting, including:
  - 1. Current membership data pulled from Wild Apricot – Summary;
  - 2. Issues pertaining to the position and membership;
  - 3. Suggestions to improve the membership renewal process.
- E. Prepare a Quarterly Membership Report to be included in the Quarterly Newsletter.
- F. Be responsible for promoting the Association to the industry, recruiting new members and promoting ALTA membership at all times.
- G. Greet and announce new members at the monthly luncheon.
- H. Be a member of the Board of Directors.
- I. As a member of the Board of Directors, the Membership Director has a standing reservation for each luncheon. If not cancelled, the Director will be billed for the luncheon.
- J. Organize the NALTA ALTA Information Booth for Thursday & Friday at Annual Conference city location. That includes securing supplies (currently making laminated

luggage tags out of business cards) along with small item (candies) and table decorations as deemed appropriate; along with the ALTA sign and delivering all to Annual Conference Site for setup no later than Wednesday afternoon of NALTA Annual Conference. Enlist volunteers to help at the ALTA Information Booth during conference breaks.

- K. Assist the President in planning and organization of the December Board of Director meeting. This meeting is traditionally festive, possibly held at different restaurant location.