



District 106 Club Officer Training

2021-2022 Round 1

Vice President Membership

Summary:

As Vice President Membership (VPM), you promote the club and manage the process of bringing in guest and converting them into members. By initiating contact with guest, helping them feel welcome and providing them with information need to join, you help maintain a constant influx of new people into your club. You also attentively monitor membership levels and strategize with the rest if the executive committee about how to overcome membership challenges when they occur.

Responsibilities:

- Initiate contact with guests and help them feel welcome
- Provide hospitality and membership information for guest
- Reply to all communications from prospective members in a timely manner
- Manage the process of converting guest to members
- Monitor membership levels and strategize with the club executive committee to cover membership challenges when they occur
- Conduct membership-building programs
- Promote the club and recruit new members
- Hold yourself and other officers accountable
- Remain current with the Leader Letter

Skills learned:

- Marketing
- Networking and relationship-building
- Strategic planning
- Critical thinking
- Internal/external communication skills
- Organization and problem-solving
- Positive small group collaboration
- Succession planning
- Compliance with standard procedures