

LOCAL UNIT MEMBERSHIP VICE PRESIDENT OR MEMBERSHIP CHAIR JOB DESCRIPTION

Wondering what a local unit Membership VP or Membership Chair might do?
Here are some “best practice” membership ideas!

Job Title: Membership Vice President or Membership Chair

Reports to: Local unit board of directors

Chairs: Local unit membership committee

Primary responsibilities: Plans, implements, evaluates and markets the membership efforts

Specific Activities

- ◆ Seeks training from outgoing unit membership vice president or membership chair
- ◆ Recruits membership committee that reflects the diversity of the local unit, establishes membership goals, delegates responsibilities, brainstorms and promotes membership privileges (benefits given to members only)
- ◆ Read the Montana PTA *Voice* via on-line or the Montana PTA website (www.montanapta.org)
- ◆ Obtains and reviews membership materials from unit president (Membership cards, posters, and National PTA’s Membership Quick-Reference Guide)
- ◆ Enters member information in the National PTA online membership reporting system (OPTIONAL)
- ◆ Records individual member’s names and distributes membership cards received from Montana PTA
- ◆ Promotes PTA membership and the Montana PTA membership theme or create a theme relative to your local unit at all PTA and appropriate community events
- ◆ Coordinates dues remittance with treasurer **postmarked by November 1 and April 1 to Montana PTA**
- ◆ Writes membership articles for local unit newsletter
- ◆ Presents membership topic (not necessarily a “numbers” report) at PTA unit meetings
- ◆ Takes advantage of PTA leadership training opportunities (publications, region leadership conferences, Montana PTA annual convention, National PTA convention, NPTA E-Learning courses and other training opportunities)
- ◆ Is familiar with National PTA and Montana PTA web sites
- ◆ Maintains and updates membership procedure notebook
- ◆ Continually evaluates membership efforts and applies appropriate changes
- ◆ Submits proposed local unit membership budget to budget committee in a timely manner
- ◆ Participate in local unit and council activities for networking purposes
- ◆ Submits Montana PTA membership award application **postmarked by April 1 to MPTA**
- ◆ Thanks and recognizes membership committee members
- ◆ Makes membership list available to unit nominating committee (Do NOT release membership list to any outside organization)
- ◆ Trains successor