



MEMBERSHIP COMMITTEE

CHAIR: Adam Tegelman

Director of Operations, MCC, Inc.

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Purpose Statement:

The purpose of the Alliance Membership Committee is to advance membership growth, retention and benefits by helping define the value and benefits of membership; and promoting those to existing and potential members.

Committee Authority and Responsibilities:

1. Advance membership growth, retention and benefits in collaboration with the Alliance's board and executive director.
2. Ensure committee efforts support the Alliance's strategic plan and priorities.
3. Develop and implement recruitment and retention programs in collaboration with, and support of, Alliance's board, executive director, membership and strategic partners (affiliates).
4. Identify potential members and recommend to the board specific programs targeting constituencies who are inclusive of prospective members.
5. Review the current membership benefits and make recommendations for enhancements and/or "sun-setting."
6. In collaboration with the executive director, develop a Member Needs and Satisfaction survey(s) to identify long- and short-term initiatives to achieve and sustain identified membership satisfaction goals.
7. Review of membership dues structure and categories, and make recommendations to the board on best practices to maintain needed membership through an applicable dues structures.