

The Michigan Chapter of CAI Membership Committee Charter, Policy and Guidelines

General: The Membership Committee assists the Chapter to develop and plan programs and services to enhance members in the community association industry. The following guidelines have been approved by the Board of Directors to provide an understanding of the role of the Membership Committee and its members.

Purpose: The Membership Committee serves to develop and plan programs and services to enhance members in the community association industry, retain members, promote the Chapter through promotion of membership benefits and mission of CAI; recruiting new members; and retaining existing members.

Structure: The President of the Board appoints the Board's Liaison to the Membership Committee and chapter member to Chair the Membership Committee. The Chair appoints members who will serve as committee members.

Duties and Responsibilities: The Membership Committee Chair, or designee in the Chair's absence, schedules meetings on an as-needed basis and provides the Chapter Executive Director (CED) the committee meeting schedule and agenda, so the CED can schedule the phone conference or virtual meeting 7 days prior to the meeting. The Membership Committee, under the guidance of its Chair, performs the following duties and responsibilities:

- Each committee member is expected to conduct him/herself in such a manner so as to put CAI first, and ahead of his or her own personal interest when working on CAI business or CAI matters. This includes a duty of confidentiality.
- Develops and promotes the Chapter's membership events. The Board reserves its right to approve the events.
- Calling new members, welcoming them to the chapter and letting them know to expect a new-member packet
- Sending Email "Welcome letter" on behalf of the chapter upon joining, attaching our current calendar of events and/or any other relevant, immediate information
- Calling expired members and getting feedback on why they allowed membership to expire
- Calling renewing members and thanking them for their support, encouraging renewal, etc.
- Attending events and taking new members around and introducing them to others
- Creating and facilitating new retention program/plan(s)
- Selects a committee member to take minutes, to circulate the minutes for the Committee's and CED review, and upon approval, a final copy provided to the CED
- The Board's Liaison presents an update on Membership Committee at the Board of Directors' general meetings.
- The committee works to create an environment that encourages networking and relationships within the membership
- Will promote and share CAI social media and marketing pieces to recruit new members and increase attendance at events
- Assist with the Chapter's membership events
- Provide the CED with updates of events to be posted
- Committee members are prohibited from using any of the Chapter's membership or prospect information to promote their own interest, business, or company.

Goal: Increase membership from approximately 650 to 700+ members. Add 30 prospect email addresses to our mailing list each year. Retain existing members.

Funds Management: The Membership Committee Chair or designee:

- Is responsible to provide the CED recommendations for the next yearly budget based on prior years expenses, projected expenses and next year education events by September 30th of the current year.
- Work with the CED to track committee expenditures, to ensure expenditures conform to each event's budget, as set by the committee, and to coordinate, at a minimum, an annual reconciliation of the committee's budget with the CED.

Committees serve at the pleasure of the Board of Directors; and their members, subcommittee members, and event chairs and members are not authorized to act financially or legally, either verbally or in writing, on behalf of the CAI. Such actions include, but are not limited to, contracts for services, borrowing money, and/or purchasing equipment.