



WNA Membership Chair Responsibilities & Processes

The WNA Membership Director will create, manage and deploy programs to increase membership.

General Role:

- Minimum 1 year term
- Attend as many meetings as possible, be engaged in all meeting content and listen for opportunities for improvement.
- Demonstrate leadership and be willing to listen and collaborate on new ideas.
- Support all members of the WNA, as available, with leads, referrals, individual meetings and aid in their success.
- Be creative with new ideas to expand, increase and gain visibility for WNA (as a chapter and for individual members).
- Seek for continuous improvement in all aspects of our organization.

Specific Responsibilities

- Check in with each member on an annual basis
 - Seek feedback, suggestions, etc
 - Check in can be in person, during a 1:1, a conversation at a meeting or an email
- Provide membership updates during meetings as necessary
 - Provide number of membership openings
 - Upcoming visitors
 - Remind group of importance and opportunity to bring guests to meetings
- Participate in Board meetings
 - Provide number of membership openings
 - Create, manage and deploy programs to increase membership
 - Make recommendations to the President & Vice President addressing issues of membership including attendance and performance
 - Share member updates
- Interview potential new members
 - Maintain category exclusivity
 - Conduct research review (Yelp, Facebook, LinkedIn reviews)
- Manage new membership process
 - Field requests for membership
 - Maintain category exclusivity
 - Verify 'no conflicts' with existing members
 - Track visitor participation in meetings
 - After initial visit, assess interest (send visitor follow-up email - see following for template)
 - Send Membership Application
 - Schedule interview process
 - All candidates must be interviewed by the Membership Chair and 2 Board Members
- Maintain membership roster



- Add new members
- Updates contact information
- Delete past members
- Initiate and moderate Board discussion re: feedback
- Organize approval from Board members
- Formally extend invitation for Membership (via telephone, then in writing - see following for template)
- Manage correspondence
 - Visitor follow-up letter (template follows)
 - Welcome letter (template follows)
 - Membership application
 - New Member Kit
- Advise appropriate chapter chairs of new and terminating members

New Member Kit Includes:

- Copy of welcome letter
- Roster
- Membership benefits
- Guidelines
- Yahoo! Group (if applicable) and Facebook list information
- WNA merchandise form
- WNA membership certificate
- Welcome card signed by Board
- Board bios
- Community outreach information

Correspondence:

Visitor follow-up letter

Generic invite to the second meeting email

Dear _____,

Thank you for participating as a guest at our WNA meeting yesterday morning. We hope you had an enjoyable time meeting some of the other women business owners in our group.

At this point, we'd like to confirm your interest in joining the WNA community. If participating in our organization is in alignment with your business goals and you are willing to contribute to the WNA community, please let me know so we can begin the interview process.

I will be conducting the initial interview and then you will be required to meet (via telephone or in-person) with two Board members. Upon completion, information will be compiled and evaluated and the Board will make a collective decision about your membership status.

In the interim, please do not hesitate to contact me with further questions.

Thanks again for your consideration.



Warm regards,

Your Name

WNA Membership Director

Membership Offer letter

Generic welcome email: (attach documents: Welcome to WNA/WNA about you/WNA Membership Form/WNA t-shirt order form)

Hi _____,

On behalf of Women's Networking Alliance and our members, I would like to offer you membership within our community.

Please review attached documents, fill out appropriate forms and send back to me at your earliest convenience. Also, include a professional headshot in 72 pix res size: 130px x 200px (or close).

Please mail a copy of your application and a check to the address on the form. Upon receipt of the completed documents, you will be added to the WNA website and receive an invitation to join the WNA Yahoo Group (if applicable).

Our next meeting is on (day, date, time). An evite will be sent one week prior to the meeting.

Please feel free to contact me with any questions.

Again, welcome to WNA!

Warm regards,

Your name

WNA Membership Director