

# Unit 124 – Membership Committee Charter

Approved: January 16, 2018

## 1. Purpose

The Membership Committee is a standing committee of the Unit 124 Board of Directors established to promote bridge and grow membership Unit-wide.

## 2. Authority

- The primary responsibility of the Membership Committee is to develop and implement plans to successfully on-board new members, retain existing members and recruit new members. Priorities will be determined by the Committee and approved by the Board of Directors.
- All business of the committee must be performed in accordance with the regulations of the CBA.
- In carrying out its duties and responsibilities, the Membership Committee will have the authority to meet and seek information it requires from CBA members, ACBL bridge clubs and other external parties. In addition, the Membership Committee will be expected to work closely with the Education and Communication Committee's to avoid overlap and engage/encourage new students to become CBA members.

## 3. Committee Composition and Meetings

- The Membership Committee chairperson and members will be appointed by the Unit President and serve at the discretion of the Board.
- The Membership Committee should include both life-masters and non-life masters, and will represent as broadly as possible the major constituencies within the Unit.
- Each member will be familiar with CBA Policies and Procedures, and must be an ACBL/CBA member in good standing.
- Committee Members will meet at least six times per year, and provide an update following each meeting to the full Board. The Committee Chairperson will approve the agenda for the committee's meetings, and any member may suggest items for consideration. Meeting minutes are not required, but a meeting summary must be provided to the Board.

## 4. Activities

- Review the monthly "In and Out Report", including any website updates from the "In and Out Report", to identify CBA members who committee members should contact to facilitate retention and satisfaction.
- Welcome new members by making personal contact.
- Develop and send out a New Member Welcome Guide. Determine ways to acknowledge new members and encourage them to participate in CBA activities.

- Contact inactive members to determine why they are no longer active; take action to resolve issues that will encourage the member to again become active.
- Collect and analyze data on why members have become inactive or students have not become ACBL/CBA; utilizing this information, develop actionable plans to increase membership and retention.
- Identify regular members who have recently stopped playing and new students who have stopped attending lessons so appropriate follow up can be made. Ask Sanction Holders and Teachers for assistance in identifying these members.
- Develop a peer to peer recruitment program.
- Develop an on-boarding program to increase the retention of new members and conversion of new students to members.
- Establish and implement goals for membership recruitment and retention.
- Develop marketing tools (brochures, flyers, etc.).
- Propose a budget for membership activities; manage funds approved by the Board for Membership Committee activities.
- Work closely with the Education Committee to promote goals of both committees.
- Respond to disgruntled member's calls and solicit feedback for improvement
- Encourage and promote both Social and Youth Bridge.
- Identify and reach out to other external parties, such as churches, synagogues, mosques, senior centers, senior living facilities, etc., where bridge games are sponsored or regularly played.
- Incorporate diversity and inclusion in all plans developed to recruit and retain new members.
- Identify and leverage ACBL Membership resources.
- Develop and maintain liaisons with other membership chairs.