

# MEMBERSHIP GROWTH

## Revised June 2009

### I. OBJECTIVES AND RESPONSIBILITIES

To increase the membership of the chapter by the use of timely responses to requests for information and recruitment activities.

### II. ORGANIZATION

A manager appointed by the Vice President of Membership will head the Membership Growth Committee. The committee manager reports directly to the Vice President.

### II. GUIDELINES

- Meet with former manager to obtain records and discuss duties and responsibilities.
- Prepare the objectives, goals and budget for the year. (Attachment A)
- Appoint additional committee members as necessary.
- Manage the functions of the committee.
- Submit status reports and recommendations to the vice president for reporting to the Board of Directors if unable to attend meeting. (Attachments B)
- Attend the monthly Board of Directors meetings as necessary.
- Read and become familiar with the Constitution and Bylaws.

### IV. PROCEDURES

- Direct promotional activities for obtaining new members. Prepare prospect list. Contact individuals and/or businesses regarding membership. Obtain list of visitors to monthly meetings from the

Social and Hospitality Committee to contact regarding membership.

- Mail applications for membership upon request. The membership packets should contain the application form, pamphlets regarding records and information management, schedule of programs and workshops, description of dues and fees, cover letter, and a return address slip. (Attachments D, E & H).
- Receive membership applications. Verify amount and information is correct and complete.
- Upon approval of an application, sign the application and transmit to the Chapter Treasurer along with the checks. Attach a signed check request. (Attachments C)
- Be prepared to staff a booth at the Spring Houston Chapter Conference complete with application forms and ARMA literature.
- In mid-April contact ARMA International and obtain invoices for Houston Chapter honorary members. These should be submitted to the Board in July and check sent to International. (Attachments F & G)
- Keep good communication with Membership Retention Committee and Resource Directory Committee Managers, assisting where needed.

## **V. FINANCIAL**

All funds received from an ARMA Houston Chapter-sponsored event or project should be turned in to the ARMA Houston Chapter Treasurer for handling. Under no circumstances are ARMA Houston Chapter VP's, Committee Managers, or Committee Members authorized to split, disburse, or retain monies for expenses incurred out of the funds collected from an ARMA Houston Chapter-sponsored event or project. The ARMA Houston Chapter Treasurer, upon the presentation of a completed check request form and receipt, should pay all expenses from an ARMA Houston

Chapter-sponsored event or project.

## **VI. ATTACHMENTS** (not included on web site)

- A. Monthly Report
- B. Check Request
- C. ARMA Membership Dues and Fees
- D. Sample letter to prospects
- E. Sample Honorary member list
- F. Sample letter to honorary members
- G. Membership Application
- H. Sample Recruitment Letter
- I. Sample Chapter Marketing/Public Relations Plan
- J. Developing Prospect Lists and Marketing by Mail
- K. Fact Sheet on ARMA International
- L. Benefits of Membership
- M. Promotional Supplies Order Form
- N. Change of Status Form

1. All attendees must sign in at the BOD meetings.
2. Draft minutes of the BOD meetings are sent to each board member for review within ten (10) days of the meeting to which the minutes relate.
3. Copies of the approved minutes (including all appendices) are distributed electronically to each board member after approval. Note: Board members are responsible for distributing BOD minutes to their committee managers.
4. June minutes should be distributed to outgoing and incoming officers.
5. Sign check requests for unbudgeted expenses after BOD approval.

## Annual Meeting Minutes

1. The Annual Meeting is held in conjunction with the May monthly meeting.
2. The certified Tellers report is attached to the Annual Meeting minutes.
3. Ballots are held by Secretary for one month following Annual Meeting and then destroyed. [This is not necessary if elections are held electronically.]

Slate of Nominees (The bylaws do not state that the secretary is responsible for mailing the Slate of Nominees but this can be assigned to the Secretary by the Board of Directors.) [The Slate would be distributed electronically via an eBlast, likely at the request of the Immediate Past President.]

1. The Slate of Nominees is obtained from the Manager of the Nominating Committee and posted on the chapter website by March 1. An email communication is then distributed to all members in good standing informing them of the posting of the slate of nominees by March 1.
2. An alternate Slate of Nominees must be posted on the chapter website and distributed to all members in good standing via email no later than March 15. (See bylaws)

Election Ballots [REMOVE/CLARIFY THIS SECTION DUE TO ELECTRONIC VOTING]

1. Ballots must be prepared and mailed to membership no later than April 1 and must contain the names of all the nominees for each Board position.
2. Return envelopes for ballots may be marked in any manner that will disallow the return of counterfeit ballots.

## Stationery supply

1. Create stationery template and distribute upon request.
2. Order envelopes when necessary.

## Mailbox

1. Rental based on calendar year. Bill should be received by the first part of December and due by December 31. [Per earlier comment, if this is in fact a responsibility of the Secretary, then this must be communicated to the Secretary.]

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## VI. ATTACHMENTS

None.