



Membership Committee Charges 2020-2021

- Drive Member Recruitment
 - Create and implement a targeted strategy to increase Informed membership to increase our reach state-wide and to convert to paid memberships in future
 - Specific group engagement
 - “Bring a Friend” mindset/reminder
 - Referral Drives
 - Organize and execute Membership Drive (consider November 2020 and/or Late Jan/Early Feb 2021)
- Drive Membership Retention
 - Utilize feedback from Ambassador program to guide retention activities
 - Identify, plan, and execute quarterly engagement activities
- Drive student membership to pharmacist membership conversion
 - Identify opportunities to connect with students and encourage active participation during school
 - Targeted outreach near graduation and provide information about pharmacist membership options
 - Support Law Review (membership driver)