



Piedmont Pastel Society

Membership Chair Role Description

Purpose of Role: Develop and execute strategies to promote and encourage new and renewing memberships.

Tenure of Role: 1 year

Approximate Monthly Time Commitment:

- Average 3 hours per month
- During peak time of January/February and Board Meetings: Average time commitment could expand to 5-10 hours per month.

Key Responsibilities:

- Actively engage in a strategy to inspire, energize, and encourage members and potential members.
- Acknowledge renewals and new members, sending along Welcome Letter.
- Follow up with members expressing interest in volunteering to see where their talents lie and engaging them in service.
- Follow up with members that have not renewed.
- Assist members with setting up or updating their profiles.
- Chairperson will serve on Piedmont Pastel Society Board of Directors.

Key Qualifications Needed:

- Enthusiasm and people skills.
- Strong follow through and communication skills.
- Previous experience on a volunteer Board helpful
- **Basic computer skills to draft communication and send emails.**
- Passion for pastel painting

Training Needed:

- Review of:
 - By-laws
 - Financials
 - Duties of Membership Role
 - Robert's Rules of Order

- Training on key Website administration activities minimally:
 - Sorting member lists
 - Posting email blasts
 - Accessing and editing templates

Key Activities and Dates:

- December - holiday greeting is sent out with reminder that renewal is due in January.
- January - renewal reminder sent using website template.
- Ongoing - As renewals are received send out notice and Welcome letter using website templates.
- Late February - send out second renewal reminder using website template.
- April send lapsed member notice using website template.