

General Description:

The recruitment task force is responsible for recruiting new members for ALDE. Prospective names are generated currently from three sources: Ambassador Program, Marketing Team activities, and ALDE web site.

Responsibilities:

1. Promote the Ambassador Program, which is a referral system that provides the ALDE staff with the names people involved in the development and communication field. ALDE staff will share the details of ALDE membership with prospective members. For every new member referred, an Ambassador receives a \$50 certificate towards conference when the referral joins ALDE.
2. Develop and periodically review the year-round and multi-year contact system with prospective members.
3. Personally contact three to five prospective new members each month as assigned by ALDE staff. Report to ALDE staff the results of contacts.
4. Participate in Task Force conference calls as scheduled (monthly or bimonthly.)
5. Participate in semi-annual Membership Coordinator conference calls.

Time Commitment:

Task force meets six to nine times each year, via conference calls, for approximately one hour. Individual contacts with prospective members are made monthly as assigned. Occasional time is required for creating and brainstorming recruitment materials and processes.

Terms:

One two-year term, renewable for a second term, beginning July 1, 2006.