

**General Description:**

The Retention Task Force is responsible for retaining ALDE members. This task force oversees the new member introduction to ALDE and the renewal process.

**Responsibilities:**

1. Strengthen the retention rate of zero to four-year members.
2. Develop and periodically review a year-round and multi-year contact system with members, especially zero to four-year members.
3. Personally contact three to five non-renewals monthly 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 non-renewals 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.