

Membership Team

General Description:

This team will be responsible for initiating an effective membership growth plan (Goal 4). This includes identifying and implementing projects to recruit, retain, and recognize members.

Definitions:

- A task force is distinguished as being more narrowly focused on a specific task with a designated, specific, and short timeline. While focused, the scope of the project is sufficiently large so that it needs the full attention of the task force members.
- A committee takes on more ongoing and sustaining work. A committee may be assigned several projects, which, while focused, are sufficiently small in scope so that a committee may give attention to several projects at once.

Team Structure:

The membership size of a team may fluctuate according to the number of projects and tasks being undertaken by that team in any given year. Projects and tasks will be assigned either to a task force or to a committee. The size of a task force may be 3 – 5 people. The size of a committee may be 5 – 9 people.

Each task force or committee will have a chairperson. The chairperson not only works with that particular group, but also works closely with the Team Leader and the other chairpersons within the Team.

The Leadership Development Team will designate ALDE members to serve on the task forces/committees assigned to a Team. They receive suggestions of people via self-nomination, suggestions by other ALDE members, or by an initial group proposing a task force. A Board member and/or a staff member may or may not be appointed to serve with the task forces/committees, but will be in close contact with the Team Leader and the Team chairpersons.

Responsibilities:

1. Review membership categories, submitting recommendations to the Board for consideration at its November meeting.
2. Strengthen the retention rate of 2-4 year members.
3. Identify & recruit new and under-served populations.
4. Cultivate a global membership.
5. Promote and implement recognition programs and opportunities for professional and philanthropic excellence.

Work Plan 2003 - 2004:

- Expand associate category: vendors, Thrivent staff, Christians, organizations.
- Identify current retention rate.
- Establish a SMART goal. Submit to Board for approval.
- Develop and implement plan for achieving goal.
- Implement a member-get-a-member program.
- Encourage retention of members.
- Award members who have demonstrated professionalism in resource development for ALDE's Virgil Anderson Award, Outstanding Executive, Creativity Award, and Spirit of Philanthropy Award.

Time Commitment:

Task forces may meet 5-6 times a year, via conference calls, with additional activity occurring between calls.