



# Vice President Membership

## Summary:

As Vice President Membership (VPM), you promote the club and manage the process of bringing in guests and converting them into members. By initiating contact with guests, helping them feel welcome, and providing them with information they need to join, you help maintain a constant influx of new people into your club. You also attentively monitor membership levels and strategize with the rest of the executive committee about how to overcome membership challenges when they occur.

## Responsibilities:

- Initiate contact with guests and help them feel welcome
- Provide hospitality and membership information for guests
- Reply to all communications from prospective members in a timely manner
- Manage the process of converting guests to members
- Monitor membership levels and strategize with the club executive committee to cover membership challenges when they occur
- Conduct membership-building programs
- Promote the club and recruit new members
- Hold yourself and other officers accountable
- Remain current with the Leader Letter

## Skills learned:

- Marketing
- Networking and relationship-building
- Strategic planning
- Critical thinking
- Internal/external communication skills
- Organization and problem-solving
- Positive small group collaboration
- Succession planning
- Compliance with standard procedures