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| Logo%20jpeg | League of Women Voters of New Mexico  Job Description – Membership Director |

**PRIMARY ROLE:** To encourage membership growth among local chapters of LWVNM and to maintain records for those joining LWVNM as members-at-large.

**RESPONSIBILITIES**: The LWVNM Membership Director is directly responsible only for keeping and updating the current roster of LWVNM members-at-large (MAL) and communicating directly with them. The state-level director does not change rosters or member information for the individual local Leagues.

The Director sends the contact information of each new and prospective LWVNM member-at-large to the nearest local League, so that the local Leagues can provide copies of their VOTER, details about activities, and can include them in fundraising activity.

Since the Membership Director is a member of the LWVNM Board of Directors, attendance at the bimonthly meetings is expected unless excused by the President. If the Membership Director cannot attend a meeting, s/he should send a written membership report to the President before the meeting.

The Membership Director needs to learn to use the LWVUS online Membership Roster and read every communication from LWVUS, especially those that focus on membership.

The Membership Director maintains a portfolio including

* access codes to the LWVUS online roster
* contact information for liaisons at the LWVUS Membership office
* the original membership application forms of all current members-at-large
* a print copy of the past two years’ LWVNM Membership roster and of the summary sheet from the LWVUS online database

This information needs to be passed on to the next Membership Director.

The Director must verify that all members-at-large are included on the *La Palabra* electronic and/or postal mailing lists.

Specific Responsibilities

1. Welcome and orient a new MAL. Process: The LWVUS Membership Office notifies the LWVNM President of the presence of this new member. The President forwards this e-mail notification to the LWVNM Membership Director who should then send a welcome letter, inviting that new member to participate in activities and consider connecting with the closest local League by giving the contact information to the respective Membership Chair. If the new member does not live within commuting distance of any of the Local leagues, the Membership Director should ask the new member to fill out the Membership Interest Survey. With this information, the Membership Director should electronically connect the new member with committee chair(s) of indicated interest areas.
2. Identify promising recruitment strategies and share these with the local League Membership Chairs. Maintain regular communication with local League Membership Chairs, especially to remind them to stay in touch with their local members and to use their access to the LWVUS online membership roster to identify members-at-large who live within commuting distance of their local League so that they can be included in local mailings and activities. In February of each year, LWVNM’s Membership Director also should send to the local League Membership Chairs a list of the LWVNM members-at-large and notify them of any changes that may occur during the year.
3. Encourage and participate in as many statewide events as possible that might provide opportunities for increasing membership and League visibility.
4. Monthly, if necessary, add new members-at-large to the state-level online Membership Roster of LWVUS.
5. Suggest MALs join the LWVNM electronic email lists and participate in our online, non-partisan discussions about items related to our positions and priorities.
6. Address the general membership through articles in *La Palabra* and encourage each member to participate in issue interest groups and attending activities.

Revised, July 16, 2015, MRM