

# Membership Convenor -- Job Description

## **JOB PURPOSE**

Contributes to the viability of the Society by ensuring adequate paid up annual memberships

## **KEY DUTIES and RESPONSIBILITIES**

Promote, sell and distribute Society memberships.

## **AUTHORITY AND ACCOUNTABILITY**

Represents the Society with local merchants who offer discounts

Represents the Society to those merchants who sell memberships in their venues on our behalf.

Delegates as needed; to train others in membership processes

Safeguards money received

**BUDGET:** stationary supplies, internal and external printing, postage

## **Skills knowledge experience:**

- Public relations and marketing skills
- Simple book keeping (cash float, balance membership tickets to monies received)

# Membership Committee – How To

The Membership Committee consists of the Convenor and 2-3 helpers who work with the Convenor to sell memberships and obtain merchant discounts. There are three main duties:

To prepare/print annual membership cards

To sell memberships at general and annual meetings and other venues as appropriate

To contact local merchants and encourage them to offer discounts to Society members

HOW TO by MONTH

## November

- Contact current and new discount merchants and confirm discounts being offered for the subsequent year. Record the merchant contacts, addresses, emails and pass this on to the database administrator.
- Advise the Executive so the merchant names can be included on the back of membership cards, in the Society brochure, website, Facebook, poster.
- Mail or drop off Society brochure to each merchant.

## November / December

- Print approximately 300 membership cards.
  - Cards and program brochures could be the same color and change color each year.
  - Currently Stratford Business Center has the document on file, can make any needed changes. The Society has an account there; invoices can be mailed directly to the Treasurer.
- Consider selling memberships at the AGM and promoting these for Christmas gifts
- Drop off approx 10 memberships and brochures to local merchants for sale on our behalf.
  - 2017 merchants: Flowers on York and Stratford Blooms

## Early January

- Collect complementary membership information. Complementary memberships are given to the Garden Tour host homes. Obtain the names from the Garden Tour Committee Chair. Send a package including thank you letter, membership cards (2), program brochure, and Garden Tour bookmark.
- Currently there is one Life Member and one long term member

## Ongoing

- As required, sell memberships / distribute brochures at gardening events eg Seedy Sundays, Garden Festival, Plant Sale, Garden Tour, Society meetings. Pass monies received to the Treasurer.
- Get and Keep a float from the Treasurer (approx \$60.00 in \$5.00) to use for change.
- Pass membership contact details to the database administrator via membership card chit.
- Write the location sold and type of membership on the membership card chit: membership types: L=Life; LT=Long term; COMP= complimentary and NEW.
- Check with merchants: collect membership stubs and money; drop off more memberships if needed; pass the money to the treasurer and the stubs to the database administrator.
- Check with corresponding Secretary for membership requests which come in by mail. Process.
- Encourage members to renew as needed: eg announcements, reminders in the newsletter, email, phone.
- Pass on member updates for data entry eg address changes, deaths, to database administrator : sdhs1878@outlook.com
- Send sympathy cards to deceased members who were Directors on behalf of the Society.

## General Meetings

- Quick Checklist for general meetings:

_____ signage	_____ Membership cards	_____ membership list
_____ membership sales table	_____ brochures	_____ interest surveys
_____ float (in \$5 denominations)	_____ newsletters	
- After general meetings:
  - Count membership stubs and monies received
  - Pass membership card chits to database administrator
  - Pass monies received to Treasurer