

# Membership Drive Basic Guidelines

The Treasurer and First Vice–President/Membership/Volunteer Services/Community Involvement Chair must work together on this task. The basic responsibility for the membership chair and membership committee is to **RETAIN** current members, **REGAIN** former members and to **RECRUIT** new members. The basic responsibility of the treasurer is to receive and deposit dues and send membership dues to TRTA office in a timely manner. Although these are the basic duties of each position, there are times when an overlap of duties does occur, making a close working partnership essential.

## January–February

Local chapters begin planning a membership campaign to implement for the upcoming membership year. The campaign plan should include attainable goals, activities set to attain goals, and ways to measure the results and should include methods of contacting the at–large members. The goals and activities will focus on **RETAINING** current members, **REGAINING** former members who have dropped out of TRTA and the local chapter, and **RECRUITING** new members. The state membership brochure will be reviewed and revised, if necessary.

## March

Local chapters implement their membership campaign plans. The TRTA membership report (a computer printout of all TRTA annual members in the local chapter) is sent to the treasurer and membership chair via email. The Treasurer and First Vice–President will begin ongoing review of membership data for contact information corrections/changes and make those updates within TRTAPortal. Begin submitting membership report via USPS mail or TRTAPortal and continue to do so regularly.

## March 1

TRTA Local Chapter Membership drive begins.

## July–August

Local chapter membership list should be compiled.

## September–December

State office sends renewal notices. Local chapters are encouraged to continue to contact members and former members who have not renewed.

## January–February

Membership dues arriving at the TRTA office **before** March 1st will be credited to the current membership year, unless otherwise noted by the treasurer. Membership dues arriving **after** March 1st will be credited on the subsequent membership year. This is done because the last day of February is the cutoff date for determining the following:

1. Number of delegates for the House of Delegates.
2. Final membership totals used to determine district and local chapter awards for the highest number and highest percentage increase.
3. Final number for the “State Incentive Rebate Program” (if applicable)

<b>Relevant</b>	<b>RIFF</b>
<b>Informative</b>	Keep your efforts and programs <b>relevant,</b>
<b>Fun</b>	<b>informative, friendly and fun</b> to maximize on
<b>Friendly</b>	retaining, regaining, and recruiting members!