

Membership Chair

Service Summary

The purpose of the member chair role is to support growth and retention of ACA members and customers in collaboration with the ACA membership manager, including developing and implementing strategies in alignment with ACA priorities and budgeting.

Knowledge and Experience

- Knowledge of and passion for camp and ACA
- Ability to connect with local membership
- Ability to maintain an open line of communication with the membership manager
- Active ACA membership

General Expectations

1. Coordinates outreach to prospective camps in conjunction with membership manager, including:
 - Identifying prospective camps and camp markets
 - Collecting prospect information for local outreach purpose
 - Introducing membership manager to camps when possible
2. Notifies membership manager of camps in need of assistance and makes introductions or referrals as needed.
3. Communicates and cooperates with other local office volunteers and ACA staff regarding membership procedures and promotion.
4. Attends LCOL meetings (virtually or in person) to report activity and obtain information from other members.
5. Keeps membership manager and LCOL chair informed of all progress and problems.
6. Reviews new member reports and welcomes new members and camps on a monthly basis.

Optional Duties

- Recruits, trains, supervises, and evaluates the performance of a working Membership Committee.
- Contacts prospects by mail, e-mail, and phone in person.
- Creates material for weekly or monthly local office newsletters.
- Personally invites prospects by phone to participate in local office events.
- Creates or obtains up-to-date periodic membership reports as appropriate for LCOL meetings.
- Celebrates successes of camps in local office through public communication and/or annual awards.

Essential Responsibilities

- **Ability to** listen, analyze, think clearly and creatively, work well with individuals and groups, balance volunteer tasks with other commitments, manage time, and adhere to deadlines.
- **Willingness to** prepare for and attend LCOL and membership meetings, make inquiries for more information, take responsibility and follow through on a given assignment, create connections in and out of the camp community, cultivate and recruit potential future membership volunteers.
- **Possess** honesty and be sensitive to and have tolerance of differing views, be friendly, have a responsive and patient approach, have community-building skills, possess personal integrity, and possess a dedication to ACA.

Time Commitment

- Serve at least a 2-year term. Per the Field Office Operations Guide (FOOG), all chairs except LCOL chairs and standards chairs serve 2-year terms.
- Attend LCOL meetings as well as select membership meetings is expected. Meetings may be in person or virtual.
- Communicate with the membership manager as well as other volunteers and membership personnel in a timely and professional manner.