MEMBERSHIP DEVELOPMENT COMMITTEE

POSITION DESCRIPTION

Mission: To develop and communicate to BCH members a variety of materials and marketing methods for BCH member retention and recruitment.

Why:

1. To maintain and expand BCH membership.
2. To enhance the influence BCH has on policy makers, land managers, the public and other stakeholders affecting the effectiveness of performing the BCH mission.
3. To maintain the size and diversity of BCH membership it is necessary to perform the variety of responsibilities to accomplish the BCH mission.

Position Duties:

1. Develop training tools targeted to promote BCH membership.
2. Communicate to members the importance of developing a strong membership.
3. Receive input on the benefits of supporting and joining BCHW from a variety of sources.
4. Receive input on ideas for expanding membership development.
5. Assist chapter Membership Development Committee Chairs.
6. Encourage the use of a variety of tools to communicate the message (chapter meetings, emails, social media, brochures, newsletters).
7. Document activities and assists in the training and mentoring of a replacement before the replacement assumes the duties.