



## Membership Chair Position

# NKBA CHAPTER OFFICER NETWORK

### Terms of Office

- + Two years with the option to self-nominate for an additional two-year term
- + After serving four years on a Chapter Council, you must take a break as an officer for at least two years

### Skills/Experience

Approaching and talking to individuals

- + The ability to strike up a conversation with someone new
- + Getting to know your chapter members is essential to a successful Membership Chair

Discussing NKBA

- + Has knowledge of NKBA that will make it easy to discuss membership and benefits with potential new members

Prospecting

- + Comfortable with seeking out prospective new members

Selling

- + Can “sell” a new membership

### Primary Roles

Membership Knowledge

- + Applications/dues
- + Know member benefits

Member Recruitment

- + Organize membership drives
- + Develop incentives
- + Create a prospect list
- + Student member engagement

Member Retention

- + Maintain the value of membership
- + Member outreach/survey
- + Communication to members

Member Recognition

- + Welcome new members
- + Acknowledge their activities/accomplishments
- + Spotlight other member news

Committee Formation

- + Create committees to assist you with certain tasks