

JOIN OUR ATD PHL MEMBERSHIP COMMITTEE VOLUNTEERS

IF.... You are a natural “connector”
IF.... You love to “network”
IF.... You have a warm, welcoming, “professional” presence
IF.... You thrive working on collaborative teams
IF.... You have a natural gift of “communicating” with others

The list below includes some functions associated with the Membership Committee:

Key Goals:

- Recruit new members to the chapter
- Retain existing members of the chapter
- Promote and achieve awareness of value proposition membership provides
- Be familiar with the Greater Philadelphia & National ATD membership policies, procedures, and resources
- Identify and match up members' talents and interests with opportunities to share and receive resources and experiences of value

Key Projects: *What area(s) are YOU interested in serving?*

ATD New Member and Guest Orientation - Welcome new members and/or new attendees- Lead orientation session: Provide overview of the Greater Philadelphia and National ATD program- Serve as facilitator to uncover the attendees' interests in ATD with opportunities for them to receive value and offer value.

Place phone calls/emails to guests and/or attendees post NMO meetings: Thank them for attending- Encourage membership and/or involvement- Leave “open door” invite to be a future resource for them.

Time required: Once a month prior to monthly meetings and possibly at other ATD events such as Special Interest Group (SIG) meetings. Additional follow up email/phone time: 30 minutes/month

Outbound Calls Renewal Calls and Retention - Focus on renewal notifications. Place emails/ phone calls to expiring members- Help identify and execute retention campaign tactics. A great way to create one-on-one relationships with new people – expands your own personal network and exposure to individuals and corporations.

Time required: 1 hour/week

Recruitment Individual & Corporate - Place phone calls/emails to targeted potential members.

Professional- using and expanding our membership base to add active members from L&D and related fields
Corporate-using and expanding our membership base to develop corporate pools of membership in diverse employment specialties dependant on L&D

Student- developing and participating in efforts to solicit participation from students in L&D field

Time required: 1 hour/week and time at events

Organizational - (ALL) Participate in casual, pre-scheduled, mutually agreed upon monthly committee activity updates via live and/or phone sessions. Serve as “mentors” to seed involvement and meet needs of new members at events- Help identify and execute recruitment campaign tactics. Assist in member survey execution design and email/phone follow-up.

Time required: To be structured to meet the needs/desires of the team.

To sign up for to be an ATD Greater Philadelphia Membership Committee Volunteer
Contact: Diane C. Seader 215.292.5658 membership@tdphl.org