



Membership Chairperson Role and Responsibilities

Membership chairpersons assist the state council or chapter with membership growth and retention. This is achieved through new member recruitment and increased membership satisfaction, which results in members choosing to renew and serving longer to support the organization.

Responsibilities and activities should include:

1. Implement achievable membership recruitment goals (industry average is 1% to 5% increase)
2. Develop and implement strategies for recruitment of new members including an annual membership campaign either on your own or in conjunction with the ENA
3. Identify innovative and creative strategies to increase and sustain membership
4. Conduct member surveys and initiate changes in response to member feedback
5. Promote all of the educational, networking and leadership development opportunities ENA offers to members at the national and local level
6. Increase awareness of membership benefits through social media, meetings, newsletters, etc.
7. Run New Member and Expiring Member reports found in the Online Management System on a monthly basis. Use the template letters provided in the ENA Brand Center to welcome members or ask them to renew as appropriate.
8. Submit unassigned zip codes or chapter assignments monthly to ENA Component Relations at componentrelations@ena.org to ensure members are assigned to a chapter (for three-tier states only)

Qualifications for the Membership Chair:

- Current ENA membership



- Ability to access the state council's Online Management System via the ENA website and utilize the membership list appropriately
- Understands and follows the Membership List Usage and Guidelines and Email Usage Protocol
- Demonstrated leadership through previous or current involvement in chapter, state council, or national ENA projects, committees, or programs
- Knowledgeable of ENA's membership benefits
- Understands the state council's membership structure and dues pricing

The following outlines various attributes this role should encompass:

- Demonstrates leadership skills
- Ability to engage others in membership efforts
- Make new and current members feel welcome
- Has passion for membership to support the growth of ENA by efforts of recruitment, promotion and retention



Tools available on the ENA website:

- ENA Activity Plan: <http://www.ena.org/membership/get-involved/state-and-chapter-leader-area/state-admin-and-operations>
- State Council/Chapter Management Area Instructions: <https://www.ena.org/docs/default-source/state-and-chapter-leaders/brand-center/guidelines/onlinemgmtsysteminst.pdf>
- Membership List Usage and Guidelines: <https://www.ena.org/docs/default-source/state-and-chapter-leaders/brand-center/guidelines/membershiplistusageguidelines.pdf>
- Email Usage Protocol: <https://www.ena.org/docs/default-source/state-and-chapter-leaders/brand-center/guidelines/emailusageprotocol.pdf>
- Membership and Recruitment Materials: <http://www.ena.org/membership/types-of-memberships/recruit-and-share/resources-and-materials>
- ENA Brand Center: <https://www.ena.org/membership/get-involved/state-and-chapter-leader-area/ena-brand-center>
- Group Membership: <http://www.ena.org/membership/types-of-memberships/recruit-and-share/group-membership>