



***WOMEN IN DEFENSE***  
***MID-ATLANTIC CHAPTER***

# **Membership Handbook**

**September 2018**



# WOMEN IN DEFENSE MID-ATLANTIC CHAPTER

## Membership Handbook

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### 1 Introduction

The purpose of the Mid-Atlantic Chapter Membership Handbook is to provide guidance and assistance in recruiting and retaining members. The Membership Director will need access to the Gmail and Constant Contact accounts to perform duties as specified. The Marketing & Communication Director will provide these as appropriate.

### 2 Responsibilities

#### 2.1 Monthly Roster.

The Membership Committee is responsible for maintaining an accurate membership roster. WID National distributes the monthly roster around the 10th of each month. Due to the lag time, these reports will be a month in arrears. The spreadsheet contains two worksheets, Members and Expired Members. The Membership Committee should actively work to recruit expired members. In addition, the maintenance on the membership roster is paramount and is updated monthly IAW the WID National roster on the chapter's Gmail and Constant Contact accounts. It is a goal of the chapter to have a members' only access roster on the chapter's website.

#### 2.2 Budget

The Membership Committee should provide a budget for each year's planned activities. Proposed costs for the event should be presented at the upcoming year's budget meeting and all expenses must be approved by the Board of Directors.

#### 2.3 Events

##### 2.3.1 Membership Reception

The Membership Committee is responsible for hosting an annual Membership Reception, a free event for WID MAC members. The Chapter provides food and location. The promotion for the event will be coordinated with the Marketing and Communications Committee, to include announcements via gmail, website and a flyer.

The Membership Director, or a designated representative, should provide an update on the goals and progress of the Membership Committee. Other Committee Directors, or designated representatives, should provide an update on the different committees.



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### 2.3.2 WID Talks

WID Talks provide an opportunity for the Membership Director or any other Director to host a gathering for members to network and learn about chapter programs and operations. WID Talks are strategically placed to ensure all members have a chance to attend a talk that is reasonably within their commuting area.

### 2.3.3 Other Events

The Membership Committee should attend variety of events to recruit new members and retain current members. Necessary recruiting materials should be provided to maximize membership goals and may be in the form of applications, WID MAC Leadership Team brochures and WID National Passport. A separate membership table for recruiting may be provided.

## 3 Membership Surveys

Membership Committee is responsible for conducting a membership wide survey annually to identify needs and desires. The chapter uses Survey Monkey, a google tool to conduct surveys. The Board of Directors must approval the survey before it is released and all results must be presented to the Board of Directors.

## 4 Communications

### 4.1 Current Members

In some cases, the Membership Committee directly promotes events to the membership through the Gmail account. This promotion helps to overcome the “firewall” issue \*\*\*Communications Team ROLE\*\* that government civilians experience when they receive constant contact invitations. All WID MAC programmed events should be sent to every member from the Gmail account. Other distributions are handled on an as needed basis and are approved by the Board of Directors prior to distribution.

### 4.2 WID National Teleconference.

The Membership Committee is responsible for participating in the quarterly teleconference call with WID National and other chapter membership chairs around the country, hosted by National to encourage idea sharing and vetting/solving membership issues.

## 5 Recruiting / Retaining Members

The purpose of recruiting and retaining members is to increase our role and visibility in promoting women in Science, Technology, Engineering, Mathematics, Arts, and all related



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careers of interest to the Department of Defense and the surrounding communities of interest. There are several opportunities throughout the year to target different audiences for recruitment and retention including WID MAC hosted events and external events within the APG Community and local community areas.

### 5.1 Geographically

WID MAC covers four general regions: Baltimore City, Baltimore County, Harford County, and Cecil County. Recruiting efforts should be equitably directed.

### 5.2 Government

In accordance with the Department of Defense 5500-R, Joint Ethics Regulation, non-profit organizations cannot directly recruit government employees. As an organization approved to operate on APG, we participate in APG events which provides visibility and information to event participants.

Such events include:

- Women's History Month Conference: Hosted by the Federal Women's Program (FWP) and Federally Employed Women (FEW)
- Health Fairs
- Protocol Office hosted events

### 5.3 Industry

Industry membership is recruited and retained through program events hosted by WID MAC as networking opportunities.

## 6 New Members

### 6.1 Membership

The most preferred method of applying for membership is through the WID national website at <http://www.womenindefense.net/>. Chapters *are prohibited* from implementing electronic application processing, however electronic payments and paper applications are accepted at the local level. If the chapter accepts payment for a new or renewing member, all monies, and completed membership application(s) with contact information must be provided to the Treasurer for official records and transmitted to WID National Council within 30 days. The Membership Director must maintain a record of names and contact information (i.e. ~ a copy of the completed application) for chapter records.



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Checks and applications **must be mailed to:**

Women In Defense, National Defense Industrial Association  
Attn: Tameka Brown, Associate Director  
2101 Wilson Boulevard, Suite 700  
Arlington, VA 22201.

## 6.2 Membership Fees

Membership fees are established by WID National Council. The local chapter may not implement any membership dues initiative.

## 6.3 Welcome Notes

Welcome notes should be sent to newly registered members. An email should be sent from the WID MAC gmail account welcoming the individual to the chapter.

Sample message:

“Welcome to WID Mid-Atlantic Chapter!

This email confirms your addition to the WIDMAC distribution list. By now, you should have received your welcome package from WID National. If you have not received it, please let us know.

Our next event is **XYZ**. Please mark your calendar so we can get to know you.

We also have periodic WID Talks, which are small gatherings to discuss special topics and to orient new members.

Until then, if you should have any questions, please feel free to contact me at {Director Name and Contact Info}. “

## 7 Membership Roster Maintenance Procedures

### 7.1 Renewals.

WID National notifies members of upcoming membership expirations to renew within 60 – 90 days. The Membership Director should be proactive and contact expiring members at 90, 60, 45, and 30 days out respectively to remind them to renew immediately.



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### **7.1.1 Reconciling**

A monthly reconciliation is optional to ensure accuracy between local chapter and the national spreadsheet.

## **7.2 Constant Contact**

The Membership Committee is responsible for adding, updating and removing members from the Constant Contact list on a monthly basis. New member emails can be added in lump sum through a cut and paste from a spreadsheet. Once added in, they must be verified to ensure their first and last names have transferred where appropriate and they are listed in the membership group. Often the names are placed at the end of the list if not appropriately transferred. A spreadsheet can also be uploaded as an option. However, reconciling must be completed to ensure accuracy. As a tool, use the number of names in the Membership group to reconcile to membership numbers. NOTE: some members use two emails, so numbers will rarely match. Membership is only responsible for the constant contact membership group. When members are to be removed from the membership group, do not remove them from the main list. The main list is the Communications Team responsibility.

## **7.3 Gmail**

The Membership Committee is responsible for updating Gmail contacts and can be performed through cutting and pasting the new email addresses into the contacts page. They can be pasted in lump, but one must go through and name each of the emails and place them in the membership group after importing. To reconcile to membership, you can use the number of members in the distribution group. Gmail also offers the ability to export the list, which you can use ACCESS to compare for unmatched emails to the membership list. It is important to reconcile monthly.