

AMC Chapter Membership Chair

The Membership Chair is a key member of the Chapter Executive Committee (ExComm) and helps deepen member engagement with AMC's mission and chapter activities at the local level. The Membership Chair focuses on initiatives to support member retention and coordinates events for new and non-members. Importantly, the Membership Chair is not individually responsible for driving membership; rather, the Membership Chair continuously reinforces to the Chapter's leadership body that it's everyone's responsibility to 'spread the word' about the benefits of joining the AMC. The Membership Chair position has a term of two years, which can be renewed (varies by chapter).

AMC's 12 chapters, run by volunteer Executive Committees, support the organization's mission on the ground by leading trips, offering outdoor skills and leadership training courses, and creating opportunities for conservation action and stewardship at the local level. These dedicated volunteers help activate their communities, often launching people on a path toward greater engagement with AMC's mission of protecting and enjoying the outdoors.

Responsibilities:

- Attend all Executive Committee (ExComm) Meetings. These are great opportunities to coordinate with other committee chairs on non- or new member events or communications.
- Organize regular (monthly or quarterly for example) New Member Socials. These can include speakers, presentations, etc. Organize other new member events, such as a new member hike and social.
- Welcome members and non-members at larger Chapter events such as the Annual Dinner or Spring Picnic. Recruit greeters for events and ensure that name tags are provided.
- Ensure the security of member data shared with your chapter by the AMC Membership Department, including: Active Member List, New Member List, Monthly Member Graph.
- AMC events are open to all, regardless of membership status.

Preferred Qualifications/Skills:

- The Membership Chair must be a member of the AMC. They must have access to a computer with internet in order to manage documents and information flow.
- Be able to think outside the box—member numbers grow the most when the rate of retention goes up, so thinking of new and different ways to engage new members is important.
- Be a welcoming and enthusiastic promoter of the Chapter and the Appalachian Mountain Club!
- Time commitment: 2 - 4 hours per week

Resources, Training, & Benefits:

- The Membership Chair is supported by the Chapter Executive Committee and the Volunteer Relations and Membership Departments.
- Online trainings and resources are available on outdoors.org and on SharePoint (intranet).
- A monthly Volunteer Newsletter provides important updates and reminders to AMC volunteers—this includes upcoming events, guidelines, policy reminders, etc.

Points of Contact:

- Chapter Chair (chair@amc-wma.org) & Past Chair (past-chair@amc-wma.org)
- Volunteer Relations Staff – volunteerrelations@outdoors.org

- Membership Department – Teri Morrow – tmorrow@outdoors.org