



2011-2012 Membership Committee

Updated 12/16/2011

1. **Membership Drive Coordinator. Open**

- AMA has Two Drives/year: Sept-Oct and April-May
- Work with AMA National as needed for direct mailings, materials, special offers, etc.
- Plan communications with the PSAMA marketing team (email, website updates, printed materials, etc)
- Ensure announcements are made and materials distributed at ALL PSAMA events during each drive
- Follow-up (with assistance of the committee) with member prospects
- Maintain updated member prospect list

2. **Membership Database Manager – Open**

- Manage the Member Roster, member access to the PSAMA website and the prospect mailing list
- Prepare reports for monthly board meetings

3. **New Member Orientation Manager – Open**

- Plan, schedule and deliver quarterly orientations designed to inform and engage prospective members, new members and long time members who wish to learn more and get more involved
- Update and deliver Power Point Presentation at each Orientation
- Coordinate agenda, invitations, announcements, guest speakers, etc.
- Coordinate follow-up with Volunteer Coordinator and New Member Development Chair