



LEAGUE OF WOMEN VOTERS OF MASSACHUSETTS

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Membership Chair / Co-Chairs

The membership chair or co-chairs are responsible for directing the League's efforts to recruit and retain members. Other members should be enlisted to suggest potential members, assist at recruitment events, or to call a potential or new member to invite them to an event. Members involved in recruitment and retention of local League members should be enthusiastic, friendly, knowledgeable about LWV resources, and be willing to keep trying.

Specific Responsibilities:

- Maintain accurate records through the LWVUS membership database
- Recruit new local League members
- Manage annual membership renewal process
- Follow up with new members personally or by requesting another member to do so in an effort to engage them with the organization as soon as possible
- Attend statewide or regional LWV events such as workshops and presentations related to membership recruitment and retention
- Participate in statewide recruitment programs