

Membership Director

It is encouraged that each club executive contains the position of Membership Director. As we see the association continue to struggle with membership this position becomes ever increasingly important. It is the future lifeline of your club. This role would be well filled by either a long standing Kin member who has “been there done that” or a new member who is anxious to “watch us grow”. The focus is less about experience but more about enthusiasm. The individual will have tools and support being offered from all levels of the association. When you are thinking about someone for the role of membership director; think high energy.

The individual who holds this position would benefit from being a self-starter and should at minimum be high energy, optimistic and motivational.

The membership Director typically has the following responsibilities unless the Club House Rules specifically states otherwise:

- Design a club membership plan including SMART goals, with the collaboration of the club executive. Present to the club early in the KIN year
- Liaise and work with Zone and District Membership Directors
- Design membership events/ theme nights, membership seminars, retention and recruitment programs
- Provide Kin Education in a variety of formats to better engage membership
- Encourage active participation in bringing in new members including developing a follow up regime for guests
- Organize new member initiations
- Organize new member seminars or seek out information on Zone or District new member events
- Encourage new members to actively participate in the awards program
- Always remember: Membership growth is the lifeblood of the Association

Additional information on having a successful year as Club Membership Director along with the complete list of duties, can be found in the **Successful Club Manual** located in the Resource Library @ www.kincanada.ca