



Membership Committee

Committee Objective: The Membership Committee supports membership growth by actively recruiting, retaining, and engaging members. Members of the committee identify potential new members, contact lapsed members, and engage current members. Occasionally the membership committee will provide input and feedback regarding membership needs, programs and policies.

Committee Member Prerequisites:

- Ability to actively contribute to the recruitment of new members to meet committee recruitment goals
- Must be willing and able to contact up to 5 prospective and/or lapsed members per month
- Strong industry connections across the supply chain are desired
- Sales, marketing, business development and/or communications experience preferred
- Global connections and/or additional language skills a plus
- Connections to technology providers a plus

Roles and Responsibilities:

- Actively recruits and retains members through direct contact with prospects and current members; All committee members are expected to recruit at least one new member each per year
- Contacts lapsed members and prospective members as assigned each month (no more than 5 per month)
- Engages with current members by hosting regional get-togethers, mentoring new members, contacting members in their region, etc.
- Identifies target groups for potential PMA membership
- Stays updated on the latest PMA member benefits to use during retention and recruitment conversations
- Occasionally provides input on membership recruitment and retention campaigns

Estimated Time Commitment and Meeting Format:

- Preparation for and participation in six committee conference call meetings (30 minutes each) per year; 1 - 2 in-person meetings held during PMA events
- 10-30 minutes per week spent actively contacting prospective and/or lapsed members

Term Limits:

- Chair and vice chair appointed for one-year term
- Committee members typically serve three consecutive one-year terms;

Relationship with Other Leadership Groups:

- Reports directly to the Board of Directors

Volunteer Expenses:

- Travel and lodging expenses (such as airfare, ground transportation, lodging, etc.) associated with attending committee meetings will be the responsibility of the committee member