

# Membership Chair Service Description

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## Service Summary

The purpose of the member chair role is to support the growth and retention of ACA members and customers in collaboration with the ACA membership manager, including developing and implementing strategies in alignment with ACA priorities and budgeting.

## Knowledge & Experience

- Knowledge of and passion for camp industry and ACA
- Ability to connect with local members and build a social network
- Knowledge of the local area including member needs and trends in camping
- Ability to maintain an open line of communication with the membership manager
- Active ACA membership

## Essential Duties & Responsibilities

- **Member Engagement & Recruitment**
  - Plan: In conjunction with ACA staff and LCOL plan for the year.
  - Events: In conjunction with ACA staff, plan, support, facilitate, and provide follow-up for networking events. Example events may include: a networking event as a standalone or connected to a professional development event, camp tours, socials, or other events.
  - Resources: Share ACA resources and the value of membership at local events with prospective members and existing members.
  - Welcome: Welcome new members/accredited camps via phone, email, or mail, on a quarterly basis using contact information shared by ACA staff.
  - Recruitment: Help identify prospects for membership and share with ACA staff. Consider underrepresented communities and programs in your area.
  - Stay current: Review ACA national communications (ex: ACA Now) and stay abreast of ACA happenings.
- **Meetings**
  - LCOL meetings: Attend LCOL meetings (virtually or in person), to share membership reports and collaborate with other LCOL members.
  - ACA membership manager: Meet regularly with ACA regional membership manager to collaborate on membership engagement work.
  - Other volunteers: Communicate and cooperate with other LCOL volunteers and ACA staff regarding membership events, issues, promotions, and camps in need of assistance or introductions. Proactively engage with planning and executing professional development events in your region that may have membership engagement or social components.
  - Conferences: Member chairs are urged to attend their regional conference or similar regional event and encouraged to attend the ACA National Conference. Discuss with ACA staff if unable to attend.

- **Other Skills**
  - Possess honesty and sensitivity to and tolerance of differing views, be friendly, have a responsive and patient approach, have community-building skills, possess personal integrity, and possess a dedication to ACA.
  - Ability to listen, analyze, think clearly and creatively, work well with individuals and groups, balance volunteer tasks with other commitments, manage time, and adhere to deadlines.
  - Willingness to make inquiries for more information, take responsibility and follow through on a given assignment, create connections in and out of the camp community, and cultivate and recruit potential future membership volunteers.

### Optional Duties

- Lead other volunteers in membership engagement work: The membership chair may collaborate with and direct other LCOL members, for example, the state representative or EPIC chair, in work related to special events or other membership initiatives. Depending on the LCOL structure, member chairs may have differing levels of leadership of other volunteers. Communicate with ACA staff and LCOL chairs for expectations.
- Communication content: Suggest topics or share material for local office newsletters, social media, ACA Connect, or other virtual communications.
- Support recruitment efforts: Collaborate with the membership manager on strategies for outreach to invite prospects and members to local events.
- Welcome new individual members: ACA's privacy policy indicates that ACA will not share or sell any individual's contact information. If volunteers want to welcome new individuals, ACA staff will provide a list of the names of new members within a certain timeframe, and the member chair can welcome them through ACA Connect. ACA sends a series of automated welcome emails to all new individuals. See what they look like at the end of this document.
- Identify camps that should be celebrated: Camps may be celebrated for successes, awards, or years in operation. Celebrate the successes of camps in the local office through public communication and/or annual awards.

### Time Commitment

- Serve at least a 2-year term. Per the [Field Office Operations Guide \(FOOG\)](#), all chairs except LCOL chairs serve 2-year terms.
- Attend LCOL meetings and select membership meetings. Meetings may be in person or virtual.
- Communicate with the membership manager as well as other volunteers and membership staff in a timely and professional manner