

THE IMPORTANCE OF EACH CHAPTER/AFFILIATE/PARTNER DESIGNATING A MEMBERSHIP CHAIR

TALKING POINTS FOR THE ROLE OF CHAPTER MEMBERSHIP CHAIR

Goal: Retain existing members and recruit new members (R&R) to eventually (some future time) increase NCTA membership to one member/mile or 4600 members.

Objectives: Each chapter designates a Membership Chair and each chapter offer one open or outreach event per month

1. **Membership** is the heart and soul or sole of the NCTA.
2. **Membership** is the source of volunteers to support chapter members and to construct, maintain and protect the North Country National Scenic Trail.
3. **Membership** is one source of chapter funds. 20% of dues are returned to the chapter and 10% of the dues are placed in the Field Grant fund. Chapters may apply for Field Grants to fund projects (lumber, tools, brochures and more).
4. It is the **membership** that provides grass roots support for building, maintaining & protecting the trail and promoting the trail locally.
5. **Chapter Membership Chair** is the point person for R & R, retention and recruitment.
6. **Membership** is a great volunteer activity for a member who is not able to hike or work on the trail due to family or professional commitments or physical capability.
7. **Membership** might be a function of the Vice Chair/VP or communications coordinator or secretary or other volunteer depending on other assigned functions and chapter volunteer pool.
8. NCTA website offers wonderful support and resources (a work in progress) to assist all chapter officers and membership and provides for sharing among chapters. <http://northcountrytrail.org/members/volunteer-resources/>

9. **Membership Chairs**, with the help of chapter volunteers, can spearhead the following:

- *welcoming new members (ex. some send a welcome packet, email or make a phone call).
- *reminding lapsed members (ex. some send/phone reminders, emails or thank you for renewing notes).
- *sharing and acquiring your R & R ideas on line.
- *sharing ideas with NCTA Core Membership Committee: maryccoffin@gmail.com

10. **Membership R & R Outreach Samples:**

- *Sponsoring and publicizing open chapter events ex. hikes, work trips, potluck, picnic, presentation or program etc.
- *Organizing outreach events in the community or trail towns (ex. exhibits, posters, dissemination of NCTA or chapter brochures or extra copies of *North Star*, presentations).