

Membership/ Involvement Chairperson

- Ensure that every chapter leader is a current member of The Texas Exes.
- Help to recruit and retain new members by developing programs or processes for pulling in new members and new volunteers. (Involved alumni are more likely to join and keep their membership current.)
- Design an activity for each chapter event that will highlight the importance of joining. This might take the form of a door-prize drawing that can only be entered by those who can show their membership card or their Life Member key tag.
- Remind event chairs that when possible a Chapter event with a ticket price should have a discounted cost for members.
- Make sure to have membership brochures and Texas Exes branded nametags at every event. These can be easily ordered through the Association.
- Strongly encourage everyone (at events, meetings, etc.) to update their own address/contact information online with the Texas Exes - http://www.texasexes.org/online/update_address.asp.
- Follow up immediately on communication from people willing to help with chapter activities
- Encourage the chapter's board members to make personal contact with current and potential Texas Exes members to invite them to parties, meetings, events, etc.
- Develop a phone tree to follow up to written and emailed chapter invitations. The more personal the contact, the stronger the bond.