

**South Dakota SWCS
Membership Committee
Committee Description and Yearly Work Plan**

Goals and Objectives:

1. Recruit new chapter members from various organizations, agencies, and entities.
2. Retain present South Dakota Chapter and Society members.
3. Communicate the benefits of Chapter and Society membership.

Responsibilities and Work Schedule:

- Chairperson holds committee meetings, as appropriate, each year to plan strategies and actions for chapter membership promotions.
- Coordinate committee efforts by seeking Executive Committee approval for tasks and projects that require chapter funds and/or concerted effort by the committee.
- Submit committee annual operating budget needs, when necessary, to the Executive Committee for consideration and approval.
- Present current activity and progress reports at chapter meetings.
- Standardize initial new member email to be sent to prospective members.
- Send out recruitment email and information to prospective SWCS members.
- Work with the State Conservationist Office to receive recurring lists of new NRCS employees for purpose of making initial contact about joining SWCS.
- Work with Extension and University Advisors, Researchers, etc., to acquire information of potential new members for purpose of making initial contact about joining SWCS.
- Encourage chapter members to make first-time or follow up person-to-person contacts with prospective members.
- Encourage chapter members to invite nonmembers to chapter activities with a follow-up and invitation to join SWCS.
- Create a SD SWCS tri-fold brochure highlighting chapter activities and benefits of membership.
- Send annual reminder to SWCS chapter about Rebate Information and how to complete the documentation.

- Determine who recruited each new member and give a shout-out to recruiters in the Chapter newsletter.
- Develop a Member of the Year Award or a “You Made a Difference” award, process for determination, including a process for members to nominate those to be considered, as well as what type of award will be given to such individual, such as acknowledgment at annual meeting and write-up in chapter newsletter.
- Submit an annual article to the chapter newsletter editor to highlight member achievements and appreciation throughout the year to supplement the Member of the Year article.
- Coordinate with Newsletter Editor regarding who should be considered for the Member Spotlight in upcoming issues.
- Review SWCS Membership Report from Ankeny, making note of new members and members who will lapse in the current month. Make a personal contact with new members asking how they would like to be involved. Follow-up with members who will lapse and encourage them to renew or get feedback as why they are not renewing.

Committee Selection:

1. The chair is selected and appointed each year by the chapter president.
2. Additional committee members may be selected and appointed by the committee chair after consultation with the Executive Committee.
3. All committee members must agree to serve before being appointed.

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