



Christian County Assembly

## **MEMBERSHIP COMMITTEE**

The Membership was authorized by the CCMRA Board on 08/08/2023. This committee is a standing committee. A standing committee performs a continuing function and operates on a year-to-year basis. This committee deals with recruiting, vetting, and retaining CCMRA members. This committee will as a minimum have four members. This committee being a standing committee will also have a Holdover Member to maintain continuity. Either the Chairman, or if he/she is unable to act, then some other active member of the Committee shall be appointed as a member in the succeeding year.

**MISSION PURPOSE/OVERVIEW:** The Membership Committee shall be responsible for membership recruiting, vetting, retention, and membership development (training). The committee by majority agreement is authorized to spend up to \$100 for the benefit of the CCMRA. Expenditures exceeding this amount must be proposed to a quorum of the members at a regular meeting. The administrative procedures for operation shall be developed by the Membership Committee and published as a Standing Rule per Roberts Rules of Order.

### **MEMBERSHIP RECRUITING and RETENTION**

Develop a membership recruitment plan with a specific audience in mind. This ensures that recruitment efforts reach and resonate with the right people.

Membership program's case for support. This is the argument for why potential members should consider becoming a member of the CCMRA. The case for support should detail the potential impact members can have through their participation and the personal benefits of membership. These benefits could include social and networking opportunities or the chance to earn new skills.

Clear role descriptions. Clearly communicate expectations with potential new members about what they'll be working on. This helps new members feel more comfortable in their roles, creating a better experience.

Marketing channels. Determine how to spread the word about membership opportunities. Consider using a multichannel marketing approach that combines traditional channels like direct mail and flyers with digital channels like social media, email, and your website. This blended approach will help reach a larger audience and different demographics within your target audience.

An easy-to-use membership application form. The application should only ask for necessary information, like applicants' names, contact information, emergency contact, and details about their skills, interests, and availability.

Who should we target with a membership recruitment strategy?

Dedicated members come from all walks of life, backgrounds, and abilities, which is why it's so important to incorporate inclusive member recruitment practices when creating our plan.

Not all members speak the same language, have the same access to transportation, or work the same hours. All these factors can become barriers that prevent interested people from signing up for membership opportunities they are passionate about.

Here is a quick list of key volunteer demographics to consider targeting in our member recruitment approach, along with ways to better meet their needs:

- **Previous members.** In our member management solution, we may have profiles for members who haven't actively participated for a long time. These members are often considered inactive and are generally underutilized in recruitment efforts.
- While it's always great to try and encourage active members to sign up to join new opportunities, it's also a fantastic idea to do that same thing for your inactive volunteers.
- Consider segmenting or filtering our existing inactive list of members in our management solution by interest, skills, or other attributes that are relevant to the roles you are looking to fill. Then, send them an email inviting them to become members for our new opportunities.
- This will help you re-engage them and can also be the first step in converting them into active supporters and even donors!
- **Repeat donors.** Many nonprofit organizations strategize how to convert members into donors. But what about getting your donors involved in hands-on member work? Donors are some of our nonprofit's greatest supporters, and many of them will leap at the chance to make an even larger positive impact.
- Make sure to include easy sign-up links to new member opportunities in all your donor newsletters and updates, along with information about the purpose and progress of the CCMRA.
- **Working professionals and the self-employed.** Working professionals and self-employed people who are already highly trained in what they do can be a gold mine for membership recruitment. These members offer specialized skills to help fill in gaps in our operations.

- These members can be found through word-of-mouth advertising or searches on social media platforms like LinkedIn.
  - Be sure to make weekend, evening, and short-term opportunities available and have member spaces open for drop-ins. This can help busy working fit our activities into their schedules. Consider promoting online member opportunities to this demographic as well, since those opportunities usually require a specific skill set and are more convenient to work in a busy workday.
- **People with mobility or transportation issues.** Make sure to consider the needs of people who don't drive or who have limited mobility when creating member opportunities and recruitment approach. Ensure that our member workspace is accessible for individuals with walkers, crutches, wheelchairs, and other types of mobility equipment. Have handicapped parking available and be sure that everyone honors those spaces.
  - For those who may have difficulty getting to our member opportunities, consider having a team member schedule transport for them. This job could be done on a one-or-one basis, or you could have a van service or other carpooling arrangement in place. The transportation coordinator may also arrange for someone to meet groups of members at central locations and drop them off at your organization's site(s).
- **Take a peer-to-peer recruitment approach.** Word-of-mouth advertising leverages existing network of supporters, making it a powerful way to recruit more members. Consider asking your existing active members to invite their friends and family to become members with them. You can simply ask them to share your social media posts to promote opportunities with their network.
  - To help motivate members, consider offering a prize for the member who recruits the most people, such as a free t-shirt or a gift card to a local restaurant.

## **MEMBERSHIP VETTING**

### **Authorization: CCMRA Bylaws Extract: Article IV – Control Provisions**

1. **Section 4.01 Membership.** Any registered voter of Christian County, Missouri with demonstrated commitment to the Republican Party Platform, Conservative Constitutional Republican values and that agree with the principles, beliefs and objectives as stated in the bylaws of the 7CDMRA, the MRA, and the NFRA, having been thoroughly vetted; and dues have been accepted, shall become a member in good standing.
2. **Section 4.02 Applicant Vetting.** New applicants shall be thoroughly vetted to ensure that they are suitable for membership as outlined in Section 4.01. Membership above.

3. **Section 4.02.1** The applicant shall complete a CCMRA Application and attach a copy of their Voter Registration Card. The Voter Registration Card verifies that they are registered to vote and certifies that they are a United States citizen, a resident of Missouri, old enough to vote, have not been adjudged incapacitated by any court of law, have not been convicted of a felony or misdemeanor connected with the right of suffrage.
4. **Section 4.02.2** Applicants shall be sponsored by at least one (1) current member of the CCMRA and so noted on the application for membership.
5. **Section 4.02.3** Applicants shall deposit their membership dues with the Membership Committee Chair and start the vetting process. The deposit is refundable if not approved for membership.
6. **Section 4.02.4** The Board of Directors shall vote on all submitted applications received from the Membership Committee within 30 days of receipt. The vote will require a simple majority to:
  - (1) Approve
  - (2) Reevaluate for membership in three (3) months
  - (3) Deny Application
7. **Section 4.02.5** Denied Applications. All denied applications shall be reported within ten (10) days to the 7CDMRA Secretary and may be reviewed by the 7CDMRA Board of Directors for further course of action.

### **Vetting Committee Policy**

1. Vetting applicants refers to a process in which we thoroughly screen and check the background of an individual before deciding whether to approve their application for membership. One component of this process is ensuring that all the information provided by applicants is accurate and truthful, such as their voter registration and voting history. Implementing this vetting process enables us to ensure an applicant is qualified.
2. It is necessary to vet applicants because it helps select the best qualified individuals as members. An effective pre-interview vetting process can streamline the process because it ensures we will only be interviewing candidates who best match our qualifications. This is the Sponsors primary responsibility.
3. How to effectively vet candidates. First the Vetting Committee shall be consistent when vetting all applicants! To vet a candidate, we will need to implement a variety of steps throughout the process. These steps include:
  - Sponsor Recommendation. The sponsor should be a member in good standing with a minimum of one year as a member. The sponsor should know the applicant

well enough to be able to write a letter of recommendation to accompany the application.

- The applicant may submit a political resume (not required) with the completed application detailing information such as their full name, address, phone number, email address, voter registration information, which township they live in, examples of voting history and their past participation in the Republican Party. The resume may include references.
- Each applicant shall complete the CCMRA Applicant Survey to assist the vetting committee in determining the applicant's political typology and obtain basic voter information. The best applicant typologies for membership are the Populist Right Conservative, Committed Conservative, or Faith and Flag Conservative.
- Contact applicant's references if given.
- View the applicant's social media platforms.
- Verify the applicant's professional/work history.
- Verify the applicant's educational/certification history.
- The Vetting Committee shall meet to discuss the application and relevant material presented before moving to the applicant interview.

#### 4. Applicants Interview via phone.

- The applicants that meet the qualification in paragraph 3. above will move onto the next step of the vetting process: the phone interview.
- The Vetting Committee Chair should begin the interview with this statement: Tell us about you.
- This phone call is a brief interview that generally lasts about 30 minutes. During this conversation, we will assess whether the applicant meets the basic requirements for membership and gauge their interest in being an active member.
- In preparation for the call, each committee member should come up with at least three to five questions that will help them determine the applicant's eligibility as a member.
- We should answer any questions the applicant has.
- To avoid talking over one another the committee members participating in the interview should ask all of their questions in the assigned order given by the Committee Chair.
- Save all alibi questions until the end of the interview.

#### 5. Some Sample/Suggested Questions for the Phone Interview.

- Only revisit the application questions for clarification purposes. No need to ask them again. Asked and answered.
- How can you make an impact as a CCMRA member?
- What will you bring to the table as a CCMRA member?
- How do the CCMRA's values align with your own?
- Do you value transparency in the application process?

- Will your membership benefit you and the CCMRA?
  - Name one long- and short-term goals you would like to see made a priority of the CCMRA?
  - Are you prepared to do everything required to achieve those two goals?
  - Are you willing to volunteer time and money to the accomplishment of the CCMRA mission?
  - What motivates you to be a member of the CCMRA?
  - Would you serve as a board member after participating in the CCMRA for a year?
  - What would you like to know about the CCMRA before becoming a member?
  - Do you have skills that will align with the Mission CCMRA?
  - Does becoming a member of the CCMRA pose a Conflict of Interest with your employment?
  - Anything related to the applicant's political typology.
6. Aside from educational, social media and professional verifications, the CCMRA may require checking other aspects of the applicant's background **[through <https://www.courts.mo.gov/cnet/welcome.do> which requires no retention of records by the CCMRA**

Conducting background checks is an essential component of the vetting process, as it can help ensure we choose quality applicants who are qualified to handle the responsibilities of membership. Background checks also help us maintain safety for members and uphold the CCMRA's reputation.

### **MEMBERSHIP DEVELOPMENT TRAINING STRATEGY**

One of the most inevitable aspects of life is growth. It's something you do every day without even realizing it. Nothing wants to stay stagnant, and that includes the CCMRA. It's important to continually evolve, grow and improve. For the CCMRA to enhance its recruitment and retention efforts, it must understand the rate at which it wants to grow. By creating a membership development plan, the CCMRA will understand its growth potential and how to achieve it.

**Creating Membership Development Plan. Know Your Audience.** Every organization has a niche – what is yours? If your goal is to attract new members, shouldn't you know who to target? One of the first things you must determine is your audience. It wouldn't make much sense to market your organization and its benefits to someone who has zero interest. That wouldn't only be a waste of time, but precious resources. A great way to establish your ideal member base is to create fictional member personas. These members encompass everything you want out of your members. By doing this, you will have a tangible idea as to who you should market to. Think of them as your 5 Star Members.

**Be Realistic.** Nobody likes to be put under extreme pressure. When an organization establishes its growth rate, it must be realistic. It wouldn't be fair to make your organization try to achieve an unattainable goal. By reverting to membership data and figures, you will be able to make data-driven decisions. If your organization is targeting a certain demographic, is there enough of

them to reach your goal? If not, you may need to adjust your expectations. Your organization shouldn't set itself up for failure.

**Understand Your Value Proposition.** There are reasons why members decide to join organizations – you will need to figure out why they join yours. What are your organization's core values? What are things that people cannot get anywhere else? Organizations need to step back and get back to basics: Why are we here? Once you determine your valuable attributes, you will be able to market them accordingly.

**Create a Corresponding Marketing Plan.** Now that you've established your values: Prove them! Your organization probably already has a marketing plan in action. However, you will need to adjust it in order to engage prospective members. An excellent way to reach these members is through social media. Almost everyone has some type of social media profile, making it easy for associations to reach them. You have the ability to promote your discounted dues plans, non-member events and relevant content in order to engage prospective and current members. Offer them an incentive – why should they care? Why should they join/renew? It's not enough to just implement your marketing plan, you will need to measure your results. It wouldn't make sense to continue to do something that just isn't working. By analyzing specific measurements, you will be able to track your progress and adjust your efforts.

**It all Comes Back to Money.** If your organization is like most, then budgeting is a major component in your daily functions. If you have a specific membership growth goal, how are you going to achieve it financially? It's important to designate a portion of the budget for your membership development in order to see improvement. We must understand that by having hefty membership development goals, it must make it an organizational effort. Without the backing of a budget, many of these efforts will never come into fruition.

There is always room for improvement, and this includes your membership development efforts. If the CCMRA create lofty growth goals, they will have to make them attainable. By analyzing your target demographic, and implementing a marketing plan, your goals can be reached.

[Training – Christian County MRA \(7thmra.com\)](http://7thmra.com)

**MEETINGS.** Will be conducted as needed to vet and process new member applications and to determine goal progress, discuss problems, issues, and strategy. Minutes will be kept and provided along with a monthly report to the Board of Directors.

### **Committee Members**

Committee Chairman: Steve Stewart  
Assistant Committee Chairman?

Committee Members 138 & 139:  
John Bazel (Chair)  
Jack Karnes  
Margaret Hopper

Lauar Pettigrew

Committee Members 140:

Ken Jones (Chair)

Debbie Criswell

Mike Sullivan

Debbie Sullivan

Ronnie White

Recruitment:

Andrew Lower

Thom Taylor

### **Duties and Responsibilities.**

Chairman: Provide leadership for the committee.

- Facilitate communication and discussion during the meetings
- Serve as spokesperson within the organization for the committee
- Facilitate the meeting according to the agenda
- Create the agenda in partnership with committee members
- Provide research as needed for the committee
- Send out meeting reminders and agendas
- Take minutes during the meeting and create the monthly Board report
- Bring the viewpoint of the Board of Directors to the committee discussion
- Bring action items and recommendations from the Committee to the Board of Directors when necessary.
- Report Board decision back to the committee.

Committee Member Responsibilities:

- Serves in an advisory role to guide the committee
- Expresses ideas and provides input
- Actively participates in meetings, contributing to the discussion, brainstorming, and sharing innovative ideas
- Reviews material and provides input for improvement
- Serves as internal/external linkages for CCMRA to open doors to further the organization's mission and vision.
- Participate in the development and implementation of the committee work plan

Time Commitment For Committee Members - Committee members should anticipate being available an average of 3-4 hours per month.