

Membership Director

The Farmers Union division Membership Director serves as the coordinator and cheerleader for the organization's efforts to recruit new members as well as to service and retain its current members so they will stay involved. **The Membership Director is not the division's sole official membership recruiter; that responsibility is shared by every member in the organization.**

As the coordinator of membership efforts, the Membership Director's duties include:

- Establishing yearly membership goals with division leadership. These are to be set in conjunction with the division board's goals.
- Implementing a retention plan for current and past-due members.
- Helping plan and coordinate membership drives in conjunction with the division's leadership and other volunteers.
- Keeping track of individuals who become members through cooperative associate memberships and encouraging them to become active members of the division, coordinating this effort with the Cooperative Director.
- Reporting on division and national membership goals at each meeting and the division's progress in meeting those goals.
- Coordinating efforts with the Secretary/Treasurer to keep track of the status of current members and directing efforts to follow up on members who have become inactive or delinquent in their memberships.
- Encouraging fellow members to take part in Farmers Union award programs such as the national Membership, Leadership and Bruce Miller awards.
- Encouraging everyone to get involved in membership work.

Helpful Hints for the Membership Director

- Be sure to ask your friends, family members and neighbors to join the Farmers Union. Don't fall into the trap of assuming they may or may not be interested in becoming a member just because they know about your involvement. People like to be asked and have to be asked before they will join.
- Make sure the new member receives a new member packet and is placed on the division newsletter mailing list.
- Keep in touch with the Secretary/Treasurer as to who is not current in dues payments and arrange for a follow-up visit, call or email to encourage their continued involvement.
- Divide the list of past-due members among the officers and have the officers contact them immediately.
- See that you and others are well-equipped with promotional material on the benefits of Farmers Union membership and what the organization stands for.
- Coordinate with the Cooperative Director to contact all people who become members through associate programs, invite them to a meeting and make them feel welcome. Encourage the

division to give them responsibilities which will make them feel like a valued member.

- Visit with other Membership Directors to share ideas on how to improve membership recruitment and servicing activities.
- Keep a few Farmers Union membership forms and a couple of ballpoint pens in your car and farm trucks. You never know when they may come in handy!

To access Membership resources, such member benefits, membership award qualifications, and certification forms, please visit the Dropbox: <https://www.dropbox.com/sh/yzim2hsaftdfio4/AAD7-i1j7Pn2AnDRVNkned4ea?dl=0>