



MEMBERSHIP ACTIVITY COMMITTEE

PLAN OF ACTION 2017-2018

Objective:

To motivate and integrate activities to increase membership at the state, district, county and club level for the IEHA through monthly communications.

Goals:

1. Establish a “Point of Contact” (POC) person from each county to work in conjunctions with the county Vice Presidents to distribute information and promote membership.
2. Challenge local clubs and districts to have a membership plan that considers these three areas of membership:
 - a. Retain members by assisting their continued involvement.
 - b. Add new clubs.
 - c. Add new members to existing clubs.
3. Suggest each county create a public Facebook group. Promotion of other social media resources are encouraged.
4. Share IEHA information with the POC or Vice President at county level for distribution to the public through social media, radio and public venues.
5. Publicize county and club events via social media, radio, television and at public venues. Promote participation at community events.
6. Host a session on membership, as well as have a table display at Home and Family Conference.
7. Publish an article in each Presidential Pointers newsletter promoting membership.

REMEMBER: Our Homemaker’s Creed challenges us to “...Pass onto Others That Which Has Benefitted Us.” **Everyone** is on the Membership Committee.