

Position: AVP Membership, Networking

Description: Assist VP Membership in the area of membership growth and retention

- Develop and implement retention program
- Upload non-renewal survey to website
 - Modify letters with active link one website survey is live
- Follow up with each member that does not renew membership
 - Collect metrics and identify top 5 hitters for attrition
- Identify and follow up with non-member PMPs to pitch benefits of FWPMI
 - Create letter for email or physical mailing
- Develop New Members area at chapter meetings so new members can come get their questions answered
 - Maintain staffing schedule for volunteers
- Create welcome packet for new members
 - Interface with AVP Correspondence volunteer