

**THE HERB SOCIETY OF AMERICA, INC**  
**Membership Chairperson**  
Reviewed March 2010

The membership chairperson serves a three year term with responsibilities in all aspects of membership growth, retention, benefits, and recognition programs.

Responsibilities:

- Monitor trends in membership recruitment and retention; recommend action as needed
- Develop strategic plan for membership related goals, objectives, and action plans; coordinate actions with president and executive director to achieve goals
- Evaluate new unit procedures and make changes as needed; assist individuals interested in forming new units from inquiry to presentation of new unit request to board of directors; after board approval assure smooth transition of new unit responsibility to membership delegate
- Oversee member recognition and awards programs; suggest changes, additions, and updates as needed; review headquarters procedures annually
- Participate in membership delegate meetings to assist with membership related matters; support membership delegate activities
- Assist units in resolving organizational difficulties
- Review membership categories and policies; update as needed
- Evaluate and approve membership benefit ideas and present to the board for approval
- Facilitate communication between the membership chairperson, membership delegates and executive director
- Every member of the board of directors is expected to make a personally significant financial contribution on an annual basis, in addition to in-kind contributions of time and resources.