

Membership Development Committee

Spring 2019 Report, by Andi Rivarola

The members of this committee are:

Howie Dash, Wayne Messer, Jody Nolin, Gary White, Neil Houghton, Claire Schneider, Kathleen Sayce, Phyllis Wilburn

The group has agreed to hold training sessions at National Conventions. The first of these will be held this year at the 2019 San Ramon Convention:

How to Improve your Communication Skills on Friday, April 26th, 5:00 - 6:00 p.m.

The group also has agreed to hold online webinars in the summer of 2019 for RVPs and open to all in AIS. Some of the possible topics to be explored are:

1. Convene a group of leaders who have successfully grown their regions or clubs over time, and gather a set of best practices, along with ways that AIS could encourage or incentivize regions and clubs to use them.
2. Capitalize on the experiences of successful clubs and regions
3. Explore how RVPs can become better leaders
4. Teach Publicity
5. Explore Outreach methods
6. Produce videos on: How to produce education materials for your club; Club management; How to promote your club; How to delegate; Sales ideas; Sales promotions
7. Explore Region sponsorships
8. Train the RVPs to be a trainer
9. Communicating with club presidents and club boards
10. Regional meetings as an opportunity to develop ideas
11. Keep developing and extracting ideas from “**Seven Comprehensive AIS Long Term Goals (5 years)**” Created by the AIS Strategic Planning Committee (May 2017). Goal #1 includes 11 possible projects to increase membership