

Imagery International

Position Description – Membership Chair

General:

The Membership Chair oversees membership recruitment and retention, oversees processing of new and renewing member applications, and ensures accurate member records are kept.

Reports:

Regularly reports to board details about membership recruitment and retention, as well as trends in membership and shares ideas for increased membership.

Works With:

Board of Directors and Office Administrator.

Duties:

1. Oversees membership for new and renewing members for accurate member records.
2. Monitors reminder letters sent via computerized membership management system.
3. Reaches out with a personalized welcome (email or phone) to each new member to initiate personal contact within the organization.
4. Monitors demographics on new and renewing members for reporting to the other board members.
5. Chairs a committee in developing, executing and updating an action plan to further membership and grow the organization.
6. Recruits members for the Membership Committee from the members-at-large.
7. Coordinates dissemination of member application information at relevant events where potential new members would be in attendance.
8. Seeks out new potential membership sources within a diverse community of individuals and organizations using Guided Imagery.
9. Works with the Board of Directors in the mentoring of new members and ensures that information about their new membership is given to E-Newsletter Chair and Editor of the ImagiNews on a timely basis for publication.
10. Reports on membership activity at each board meeting.

Skills Needed:

1. Computer literate including basic email skills. II uses Wild Apricot Member Management System, Microsoft Excel and Word which Administrator handles.
2. Good communication and follow-up skills both verbal and written.
3. Outgoing personality, good listener, good motivator.

Imagery International

GENERAL BOARD ROLES AND RESPONSIBILITIES

Board members are the fiduciaries who steer the organization towards a sustainable future by adopting sound, ethical, and legal governance and financial management policies, as well as by making sure the association has adequate resources to advance its mission.

One of the most important responsibilities for many boards is to hire and set the compensation of a talented CEO/executive director (in our case, it's an administrator) to run the day-to-day management activities of the organization. When there are paid staff in place, rather than steer the boat by managing day-to-day operations, board members provide foresight, oversight, and insight: think of them as up in the crow's nest scanning the horizon for signs of storms or rainbows to explore, perhaps with a pot of gold at the end! Yes, board members - your role as stewards of the associations DOES involve fundraising. And...at the Imagery International we are big promoters of the important role board members play as advocates for the association's mission.

THE BASICS

What's the role of the board of directors of a association corporation?

Just as for any corporation, the board of directors of a association has three primary legal duties known as the "duty of care," "duty of loyalty," and "duty of obedience."

1. Duty of Care: Take care of the association by ensuring prudent use of all assets, including facility, people, and good will;
2. Duty of Loyalty: Ensure that the association's activities and transactions are, first and foremost, advancing its mission. Recognize and disclose conflicts of interest. Make decisions that are in the best interest of the association corporation; not in the best interest of the individual board member (or any other individual or for-profit entity).
3. Duty of Obedience: Ensure that the association obeys applicable laws and regulations; follows its own bylaws; and that the association adheres to its stated corporate purposes/mission.

However, a board of directors does not exist solely to fulfill legal duties and serve as a fiduciary of the organization's assets. Board members also play very significant roles providing guidance to associations by contributing to the organization's culture, strategic focus, effectiveness, and financial sustainability, as well as serving as ambassadors and advocates. Beyond fulfilling legal duties, board members can be important resources for the organization in multiple ways.

Imagery International

WHAT MAKES A GOOD BOARD MEMBER?

While all effective board members understand and meet their basic responsibilities, truly exceptional board members do more. In addition to highlighting important behaviors to avoid, this outlines six characteristics of good board members, including:

- focus on listening
 - ask naïve questions
 - serve as ambassadors for the organization
-

Imagery International promotes therapeutic benefits of imagery for healing and personal growth, and the gifts and power of imagery.

We provide creative tools for practitioners, teachers, lovers of imagery worldwide.

The purposes of Imagery International are:

- To foster fellowship, enhance communication, encourage personal and professional development, provide educational support and establish a forum for individuals whose common bond is interest in the practice and expanded use of Imagery for the enhancement of health and well-being.
- To develop, teach, foster, and broaden the awareness and use of Imagery in support of innate personal healing.

How we see our evolving purpose

- To spread the seeds of imagery awareness, thereby raising the collective consciousness about the gifts and power of imagery
- To support members with a platform for publication and marketing
- To provide opportunities for connection, teaching and learning to those who love imagery worldwide