

Membership Committee Responsibilities

Committee Goal:

To increase new memberships in PAL by 15% per year.

Chairs are responsible for:

- 1) Soliciting new members and encouraging all current PAL members to bring new memberships.
- 2) Sending new member packets to potential members.
- 3) Following up on all potential new members with a letter and/or phone call.
- 4) Sending annual Membership Dues letter to PAL members.
- 5) Maintaining Membership Roster and emailing to distribution list.
- 6) Placing ads in PHS Volunteer Newsletter, The Scoop and For All Animals.
- 7) Sending new member "thank you for joining" letter.
- 8) Coordinating with PAL webmaster to insure all information relating to PAL memberships is updated on website.
- 9) Coordinate annual New Member event.
- 10) Keeping a log of all new member solicitations to include:
 - a. Name, address, phone and e-mail
 - b. Date new member packet sent
 - c. Referral (if applicable)
 - d. Follow-up date and response

Committee Members are responsible for:

- 1) Helping solicit new members.
- 2) Coordinating a "host" for every potential new member to serve as a contact for questions and to accompany them on the new member's initial visit to PAL meetings or events.
- 3) Developing membership materials to be placed at PHS and other appropriate facilities.
- 4) Arranging for PAL booths at PHS and outside events for soliciting memberships.

PR, Marketing, and Advertising Committee Responsibilities

Committee Goal:

Strive to increase event attendance by broadening our media exposure in all mediums.

Chairs are responsible for:

- 1) Presiding at all committee meetings.
- 2) Working with Committee Chairs to develop a timeline of tasks and advertising calendar.
- 3) Working with Committee Chairs and Committee members to create PR, advertising and marketing strategy.
- 4) Working with Committee Chairs and committee members to develop list of prospective media contacts and sponsors.
- 5) Coordinating and meeting with press on day of event.

- 6) Maintaining budget goal for committee.
- 7) Develop marketing materials and ad goals with Committee members.
- 8) Serve as or designate administrator for PAL facebook page.

Committee Members are responsible for:

- 1) Brainstorming with PR Chair, Committee Chairs to develop comprehensive list of PR and marketing opportunities.
- 2) Helping to create plan to encourage increased attendance at PAL Events.
- 3) Contacting newspapers, television, radio and internet media outlets to increase attendance at PAL Events.
- 4) Helping in the creation of the master calendar of E-Mail, mailings, advertising, press releases, media alerts, PSA's etc.
- 5) Coordinating, developing and ensuring timely media releases.
- 6) Scheduling event photographer.
- 7) Distributing photos and PR for post event releases.
- 8) Maintain the scrapbook of information pertaining to PAL throughout the year.

Operating Committee Responsibilities

Committee Members are responsible for the day to day management of PAL.

Yappy Hour Committee Responsibilities

Committee Members are responsible for the creation, location, and awareness of our community outreach events.