

## Committee Overview



### Committee

Membership Committee

LWRBA Staff Liaison

Amy Treis & Caitlyn Driscoll

### Mission

The Membership Committee exists to retain and grow member businesses of the Lakewood Ranch Business Alliance. The committee assists new members to engage with the Alliance by making personal connections and helping them utilize the resources available to them. We support member business through ribbon cuttings and fostering connections at events. The committee also helps identify potential new members and provides warm leads to the LWRBA Membership Development.

### Position Summary

Committee members bring their strong communication and interpersonal skills as well as their energy and passion for the Alliance to help strengthen and grow the organization. The committee works closely with LWRBA staff to support existing members and prospect for new members. They are responsible for meeting membership goals through both adding new members and membership renewals.

### Essential Duties and Responsibilities:

#### Our Goals:

- **Attend, participate, and contribute to monthly membership meetings**
- **Make calls to new members 60 days after joining to ensure they are engaged and benefiting from their membership**
- **Make calls to new members 9 months after joining to ensure they happy with their membership and committing to renew**
- **Support member businesses at ribbon cuttings**
- **Wear yellow membership ribbon at events to act as a LWRBA Partner and assist members in making new connections**
- **Identify potential new members in their professional network and through active prospecting**
- **Perform membership outreach with personal visits to members businesses**
- **Develop new ideas for member engagement, retention, and growth**
- **Attend new member orientations**
- **Attend potential new member sip and see events**
- **Volunteer at the Membership Table at Luncheons**

### Committee Asks:

- Membership committee members are members of the LWR Business Alliance
- Please attend at least 8 meetings per year
- Reach out to at least 3 members per month
- Enjoy attending one event per month and be available to assist members looking to make connections
- Assist with one member ribbon cutting or participate in one sales blitz per quarter
- Provide at least 2 warm leads per quarter

### Benefits (of being on this committee)

- **Grow your professional network and strengthen relationships**
- **Enhance communication and interpersonal skills**
- **Be the first to connect with new businesses at orientations, sip and sees, and through outreach phone calls**
- **Invitations to ribbon cuttings with preferential access to new and expanded businesses**
- **Be seen as a resource for businesses in the area**
- **Grow your brand awareness through engagement with the business community**
- **Give back to the LWRBA through committee involvement**