

## VICE PRESIDENT / MEMBERSHIP CHAIRMAN

The Vice President / Membership Chairman should have a manner that conveys enthusiasm, friendliness, and sincerity towards chapter members, guests, and ESA members. This officer is charged with creating the living legacy of love and new members for the chapter.

### AS VICE PRESIDENT / MEMBERSHIP CHAIRMAN, YOU...

1. Serve as chairman for all membership activities. These duties include:
  - a. Appointing a membership committee to assist you. You serve as the committee's executive officer.
  - b. Assist the chapter in preparing membership goals.
  - c. Develop and prepare ideas for rush and contacts with potential new members.
  - d. Establish and maintain chapter contact with the State Membership Chairman to develop the chapter's role at the state level.
  - e. Familiarize the chapter with international incentives and programs for membership development.
  - f. Contact transfers and members-at-large who may be relocating in your community. Assist in the development of new chapters when the chapter becomes too large or transfers, etc. make this appropriate.
  - g. Send referrals and recommend-a-friend names to ESA Headquarters.
2. In the absence of a specific pledge training chairman, provide and promote an orientation program for all new chapter members.
3. Assume the duties of the Chapter President when the president is absent or unable to perform the duties of president.
4. Act as official host / hostess for the chapter at the request of the Chapter President.

**SPECIAL NOTE:** As Membership Chairman, YOU are essential to the future of your chapter. YOU are the one who will assist the chapter in creating goals for new members, and will, therefore, play a key role in creating the vitality, enthusiasm, and growth that will ensure the level of service that your chapter will be able to provide in the future. Remember, each and every chapter needs to assume that NATURAL causes will result in one to two members leaving the chapter or reducing the level of activity each year. Therefore, your rush plans need to include NEW members to maintain the current level of chapter activity.

### Program Planning

- **STEP #1:** Familiarize yourself with current programs that are available through ESA Headquarters. Many of these offers provide ways to offset expense for both new and existing members. In addition, they provide various avenues for youngsters, spouses, etc. to participate in ESA activities.
- **STEP #2:** Contact your State Membership Chairman to see what plans are being developed for membership programs at the state level. Additional fun incentives and opportunities for sharing probably exist within your state.
- **STEP #3:** Work to develop chapter goals with your chapter membership. Include these goals in your chapter yearbook and report them to your State Membership Director.
- **STEP #4:** Develop a rush or new member plan that will assist you in welcoming new members while you retain your current membership. Use the rush method that your chapter feels most comfortable with, but do NOT make prospective members wait to join your chapter. WAITING PERIODS create bad publicity for the chapter and often result in hard feelings that detract from the chapter's community image and good works. Work to assist new members in becoming active members of the chapter at the earliest possible date.

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- **STEP #5:** While informal membership programs can result in new members through the year, DO DESIGNATE a specific time(s) for rush events. These events can follow traditional protocol for rush or can be informal; however, they should be discussed, plans developed, and invitations sent to prospective new members who should be included in the event. Many chapters develop FALL and SPRING events. Others use CHRISTMAS parties and socials to identify good new prospects for the year ahead. Schedule your RUSH events to suit the specific needs and calendar of your chapter.
- **STEP #6:** Order your free RUSH KIT from ESA Headquarters in time for rush planning. The kit has applications, brochures, party ideas, etc. along with up-to-date information on the newest incentives and program information.
- **STEP #7:** Discuss other membership opportunities with your chapter membership. For more information, contact ESA Headquarters regarding Elan, DESA, Collegiate, Men of ESA and Associate membership.

### Rush Planner

1. Set the date, time, and place. Try to arrange a time and place that is convenient for both your members and rushees.
2. Send invitations and follow-up with personal contact. Have a member check personally on each invitation that is sent. (*Remember, most times you will need to send 4 invitations to get one guest to attend ... we live in busy times, and many people will have good reasons for NOT being able to attend the first time they are invited.*)
3. Provide transportation for ALL guests. This provides extra time to get to talk with rushees, informally and ensures that they will be able to get to the event. Many last minute cancellations come from lack of transportation or the feeling that people will be walking into a room ALONE.
4. Create a fun theme or idea for the party. Allow the guests and members to spend time together informally. Since most people join for the people they know in the chapter, informal time allows you to share your best asset... your members ... with the guests.
5. Use chapter scrapbooks, yearbooks, photo albums, etc. to tell the chapter story. Testimonials, combined with publicity from successful events, will give your guest the best idea of what you do. Also use brochures, JONQUILS, etc. from ESA Headquarters to give your guests a glimpse of the scope of ESA!
6. Have membership applications on hand for the rush event. Letting people sign membership applications lets them know that they are really being asked to become members. It eliminates the fear that you will be "*talking behind their backs*" when the party is over.
7. Develop a plan for party follow-up. Have members write/call the guests to let them know how much the chapter enjoyed having them. If they have not indicated their desire to join, this is a good time to discuss future membership with them.

### Other Opportunities

1. **HONOR SOCIETY:** Check with the Awards Chairman to see how your membership goals can assist the chapter in achieving one of the three levels of ESA's Honor Society. Look toward fulfilling your role in helping your chapter to achieve the highest levels of achievement. When you review the goals, you will see just how easy it is to create the opportunity for your chapter to receive the recognition that it deserves for being an outstanding chapter within ESA!
2. **NEW CHAPTER DEVELOPMENT:** Elan chapters, DESA chapters, collegiate chapters and a variety of life situations create the opportunity for existing chapters to assist with the development of new chapters for their community or for colleges and universities in their geographical area. This assistance can result in honors for the sponsoring chapter, but it is the source of even greater personal pride and excitement as the chapter sees their newly sponsored chapter develop the spirit of caring and sharing which has inspired the sponsoring chapter for years! Special materials and guides are available to members or chapters who want to create special opportunities for others. Write to ESA Headquarters for additional information and order a NEW CHAPTER KIT. Please specify the type of chapter that you are interested in working to develop (*traditional, collegiate, book club, business, Elan, DESA, Men of ESA*).

## **VICE PRESIDENT / MEMBERSHIP CHAIRMAN (Continued)**

3. **THE DOERS TEAM:** You can call upon a member of the DOERS TEAM to assist you with your work in developing new chapters for ESA. These ESA members can assist you with the development of new chapters, and can assist you in organizing more "helping hands" to assist your chapter with its good work. For the names of the DOERS TEAM members in your area, contact ESA Headquarters.

### **Ordering Pins and IDEALS**

Pledge Pins, Jewel Pins and IDEALS are sent only when a signed membership application is received at ESA Headquarters. The Pledge Pin, Jewel Pin and IDEALS are sent directly to the name that appears on the bottom of the application.

There is NO additional cost for the Pledge Pin, IDEALS or Jewel Pin. These items are all included in the payment of the membership fee.

### **Membership Resources**

Brochures, new chapter kits, publicity kits, rush kits, etc. are all available from ESA Headquarters. Order your FREE chapter RUSH KIT today and have your supplies on hand for the coming year!

For further information or supplies, contact: ESA Headquarters, 363 West Drake Road, Fort Collins, CO 80526, Phone: 970-223-2824, FAX: 970-223-4456.

WEB: [www.esaintl.com](http://www.esaintl.com) Click on Forms/Resources.

Your login is your member #

Your password is - first initial last name (all lower case)

- **NEW CHAPTER Kits...** In a Business Setting: These packets include the information that you will need to begin your plans for forming a new traditional chapter in a business setting. It includes step-by-step instructions and sample materials.
- **PUBLICITY Packet:** This packet provides information to put ESA "in the news!"
- **DIANA Packet:** This packet provides materials and supplies for developing the DIANA program at the local level. It also includes materials to help your DIANA gain international recognition.
- **OUTSTANDING YOUTH PACKET:** This packet provides materials for developing the Youth Program at the local level (junior and senior high). It also includes materials to help your outstanding youth gain international recognition.
- **TAX FACTS:** This form outlines the information that must be submitted to ESA Headquarters. This must be submitted by chapters on an annual basis.
- **CHAPTER OFFICER KIT:** Guides to officer duties, current resources, etc.
- **Circle of Life Materials:** Brochures, fundraising ideas, etc. for projects to benefit the children of St. Jude Children's Research Hospital.
- **"Hats for Hope":** Ideas and patterns for projects to help homeless children and their families.
- **"Happy Hats":** Ideas and patterns for projects to help the children of St. Jude.
- **"ABC's of ESA":** Complete guide to ESA's literacy program that provides members with a "hands on" program to create enthusiasm for reading.
- **"Warm Welcome":** A guide on parenting instructions, making blankets, layettes and affirmation for new mothers and fathers who need help in creating a positive atmosphere for their babies to grow in.