

	<b>MEMBER AND VOLUNTEER HANDBOOK</b>	INDEX NO. <b>4014</b>	APPROVAL LEVEL <b>EB</b>
	SUBJECT <b>Recruitment and Retention Committee                  Responsibilities</b>	EFFECTIVE <b>03/2024</b>	SUPERSEDES
		SPECIAL DISTRIBUTION	

**POLICY**

The Recruitment and Retention Committee develops and solicits ideas that will foster growth and retention of existing members. This committee is charged with assisting the national FMCA staff in attaining such goals.

**PROCEDURE**

The **Recruitment and Retention Committee** shall:

1. Develop, solicit, and review ideas to improve membership recruitment and retention.
2. The committee shall assist the national FMCA staff in obtaining and promoting all member service programs that benefit members and chapters.
3. Assist the national staff to keep the materials up to date in the Chapter Formation Kit.
4. Assist the national staff to keep the materials up to date in the Membership Recruitment Tool Kit.
5. Solicit and promote ideas to emphasize the social and family values of FMCA.
6. Solicit and review ideas to promote members renewals.
7. Solicit and review ideas to improve membership retention rate, longevity, and general satisfaction with membership.
8. Identify data and measurements required to allow for evaluation and financial viability of membership programs and services. Review data and recommend program modifications.
9. Have access to membership statistics from FMCA’s records to assist in the development of membership recruitment and retention.