



# Region Membership Chair Position Description

2026-2028

## A. Eligibility Requirements and Qualifications

### Eligibility Requirements

- Be a member in good standing in their club.
- Cannot hold the following offices during the two years as membership chair: region governor, federation board member, fundraising council member or SI appointment.
- Have an active email account subscribed to SIA's email lists that is checked regularly; communicate this email address to our headquarters.
- Be able to participate in web-based and/or audio informational and training sessions with federation leadership and our headquarters.
- Read and write English or be willing to arrange translation/interpretation services for webinars at own or region expense.

### Qualifications

- Be an advocate for our SIA mission.
- Understand our strategic direction and be able to influence the region and clubs in the region to advance it.
- Have the ability to be an articulate spokesperson and change champion for our mission and the social change we wish to make.
- Be able to write clearly and effectively.
- Be knowledgeable about effective recruitment and retention tactics and the club chartering process.
- Have analytical skills and the ability to manage and work with volunteers.

## B. Area of Responsibility

The region membership chair will be responsible for the following objectives and strategies aligned to the Engagement pillar of SIA's and the region's strategic plan:

- Increasing new clubs by providing guidance to region teams on chartering new clubs, educating regions on how to support new clubs, and sharing appropriate SIA resources.
- Increasing members in clubs by providing proactive member retention/recruitment support.
- Increasing the quality of engagement within our organization, by championing a quality member experience.

## C. Objectives

- Establish more new clubs.
- Increase the number of individual members in clubs.
- Ensure that members and supporters find value through engagement with our mission.

## D. Specific Duties

- Stay up to date on SIA's global communications. Follow SIA headquarters via email (and social media, if applicable) to stay informed of the expectations, opportunities, procedures, and resources being communicated to members and clubs as it relates to membership.
- Attend region conferences, region chair orientation, and regular webinars led by SIA staff to continue learning and sharing membership experiences with other chairs.
- Conduct workshops or share presentations at region meetings about recruitment, retention, club building, campaigns, and other membership topics.
- Review and provide feedback on membership tools and materials as requested by headquarters and offer suggestions for new resources for the region chair website.
- Form and serve as chair of region's membership committee.
- Oversee the region's work in the following areas:
  - **Chartering New Clubs**
    - Charter new clubs by implementing SIA resources.
    - Be familiar with the federation's resources and encourage charter teams to leverage.
  - **Develop and Mentor New Clubs**
    - Mentor/develop new clubs by implementing SIA resources.
    - Be familiar with the federation's resources and encourage clubs to access them in order to succeed.
  - **Develop and Mentor Existing Clubs**
    - Develop and implement initiatives to grow membership and meet goals defined by SIA.
    - Support the new member inquiry process by ensuring prompt follow-up with prospective members by local clubs.
    - Contact clubs with fewer than the recommended 12 or more regular members to provide counsel and assistance with recruitment and retention efforts.

- Contact lapsed members who wish to re-join in response to SIA headquarters' regular win-back campaigns.
- Analyze membership reports sent by SIA headquarters to develop growth strategies.
- Be familiar with the federation's resources and encourage clubs to use these materials to recruit and retain members.
- Encourage clubs to share activities that enhance the club membership experience with each other at region and district meetings.