

2017 – 2018
SEMPA Membership Committee Objectives

The SEMPA Membership Committee makes recommendations for and assists in developing membership strategies for the recruitment and retention of members and increased participation of members in SEMPA activities.

Objectives:

1. Improve the membership programming of SEMPA
 - a. Work with the staff to develop the member materials and information
 - b. Identify improved methods to deliver member benefits and increase awareness among members
 - c. Identify new opportunities for member recruitment and engagement
2. Establish continued viability of the committee and recruit new members, representative of all categories of membership
3. Continue to increase membership by advertisement of SEMPA 100% club, acquisition programs, and community outreach.
4. Increase Non-Dues Revenue
 - a. Create potential list of new partners that may interest members in developing new affinity programs
 - b. Explore and implement opportunities for other revenue and member benefits such as SEMPA logo wear
5. Assist in identifying valuable member benefits and aid in making introductions with corporations or other entities when needed
6. Promote the Senior Membership category