

Expectations & Roles

The Membership Recruitment Initiative is a partnership among the local, state and national Leagues. For it to succeed, all levels of League need to work toward the common goals of the initiative. This is vital to ensuring that participating local Leagues reach their membership goals.

With that in mind, we have tried to define (in brief) the expectations or roles that we are envisioning for each of us over the next year:

1. LWVUS (Staff, Board, and Shur Fellows/National Coaches)

- ✓ “Co-sponsors” in-state training opportunities with the state League
- ✓ Provides MRI materials to each participating League
- ✓ Collects feedback from state coordinators monthly
- ✓ Monitors outcomes and feedback against project benchmarks
- ✓ Is available to support and assist state coordinators at any time
- ✓ Administers LWVUS Storybank
- ✓ Analyzes feedback and disseminates information/findings to all Leagues as appropriate
- ✓ Plans for future phases of MRI
- ✓ Models MRI strategies/practices at the national level

2. State League Coaches

- ✓ Participates in the in-state training
- ✓ Recruits local Leagues to participate in the MRI
- ✓ Acts as a resource and coach for local League coordinators
- ✓ Collects feedback from local League coordinators monthly and identifies and shares common trends (similar experiences, challenges, successes)
- ✓ Monitors outcomes and feedback against project benchmarks and holds local Leagues accountable
- ✓ Participates in monthly reporting process (calls and reports)
- ✓ Provides additional materials to local Leagues as necessary (with support of state and LWVUS)
- ✓ Promotes project outcomes and successes with Leagues throughout the state (and possibly at national venues)
- ✓ Serves as membership/MRI ambassador whenever possible
- ✓ Models MRI strategies/practices at the state level

3. Local League Coordinator

- ✓ Participates in the in-state training
- ✓ Sets membership growth goal (at least 5% net growth)
- ✓ Uses the materials, activities, and messages provided by the state League and LWVUS
- ✓ Implements the MRI strategies and outreach techniques
- ✓ Communicates monthly with an assigned state coordinator about status of activities and any challenges
- ✓ Submits reports to state League coach as required
- ✓ Seeks counsel from state coach as needed
- ✓ Engages local board members in MRI and establishes local MRI committee (when possible)
- ✓ Promotes project outcomes and successes with Leagues throughout the state and at state League events
- ✓ Serves as membership/MRI ambassador whenever possible
- ✓ Updates member database regularly
- ✓ Participates in LWVUS Storybank