

DIAGNOSTIC MARKETING ASSOCIATION STANDARD OPERATING PROCEDURES

GENERAL SUBJECT: Membership Committee

Effective Date: April 7, 2010
Superseded Date: October 1, 2006

1.0 PURPOSE:

This procedure is designed to describe the requirements for the planning and execution of the Membership Committee and to ensure that the Membership Committee satisfies the objectives of the Board of Directors and the DxMA Membership.

2.0 SCOPE:

This procedure applies to the Membership Committee and to all involved in planning, executing and managing this committee.

3.0 COMMITTEE:

3.1 The Committee shall consist of any such number of persons as deemed prudent by the President, Committee Chair and/or Board of Directors.

3.1.1 In no event, however, shall the Committee consist of less than three (3) members inclusive of the Committee Chair.

4.0 PROCEDURE:

4.1 Appointment: The President shall annually designate the Membership Committee, Committee Chair and Committee Members to be approved by the Board of Directors.

4.2 Approval: The Committee shall create a plan and budget for timely approval by the Board of Directors.

4.3 Planning: The Committee shall complete the following activities in planning the Membership Committee.

4.3.1 Determine, with Board of Directors, potential universe of membership.

4.3.2 Develop appropriate marketing and sales materials for promotional use in both renewal and new member promotions.

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- 4.3.3 Develop, with Staff, comprehensive marketing and sales plan to retain existing membership upon renewal.
- 4.3.4 Develop, with Staff, comprehensive marketing and sales plan to acquire new members from within the universe of non-members.
- 4.4 Updates & Succession: The Committee Chair shall update the Board of Directors in person at each regularly scheduled meeting of the Board of Directors regarding the status of the Membership Committee.
 - 4.4.1 The Chair shall train a successor for the following year with the approval of the President.
 - 4.4.2 The Chair shall create a Membership history file of the Committee's work to be maintained at the DxMA office. This file shall serve as a reference file for future conference planning.
 - 4.4.3 The Chair shall be a member of the following year's Committee, when possible.

5.0 STAFF RESPONSIBILITIES:

- 5.1 With Committee, develop and plan for the renewal of existing membership upon expiration.
- 5.2 Coordinate with Committee the development of membership recruitment program.
 - 5.2.1 Schedule conference calls.
 - 5.2.2 Craft and distribute meeting agendas and updates.
- 5.3 Coordinate printing and mailing of marketing efforts with Membership Committee.
- 5.4 Update website with new, renewing and expiring members.

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- 5.5 Track and report membership renewal and growth to Committee and Board of Directors.
- 5.6 Provide administrative support to Committee Chair and Committee members.

6.0 TIMELINE:

- 6.1 April – Select Committee Chair.
- 6.2 June – Committee selected.
- 6.3 1 October – Renewal invoice sent to January renewals.
- 6.4 1 October – Renewal invoice sent to January renewals.
- 6.5 October – Marketing program developed.
- 6.6 1 October – Renewal invoice sent to January renewals.
- 6.7 1 November – Renewal invoice sent to February renewals.
- 6.8 15 November – Marketing and sales plan for renewal delivered to Board.
- 6.9 30 November – Marketing and sales plan for new members delivered to Board.
- 6.10 1 December – Renewal invoice sent to March renewals.
- 6.11 1 January – Renewal invoice sent to April renewals.
- 6.12 15 January – Implement sales and marketing plan for new member growth.
- 6.13 1 February – Renewal invoice sent to May renewals.
- 6.14 1 March – Renewal invoice sent to June renewals.
- 6.15 1 April – Renewal invoice sent to July renewals.

**DIAGNOSTIC MARKETING ASSOCIATION
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- 6.16 1 May – Renewal invoice sent to August renewals.
- 6.17 1 June – Renewal invoice sent to September renewals.
- 6.18 1 July – Renewal invoice sent to October renewals.
- 6.19 1 August – Renewal invoice sent to November renewals.
- 6.20 1 September – Renewal invoice sent to December renewals.