

**DIAGNOSTIC MARKETING ASSOCIATION
STANDARD OPERATING PROCEDURES**

GENERAL SUBJECT: Membership/Sales Committee

Effective Date: October 1, 2006

Superseded Date: August 1, 2005

1.0 PURPOSE:

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

2.0 SCOPE:

This procedure applies to the Membership/Sales 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) Board members inclusive of the Committee Chair.

4.0 PROCEDURE:

4.1 Appointment:

The President shall annually designate the Membership/Sales 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/Sales Committee.

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

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

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/sales 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/Sales Committee.
- 5.4 Update website with new and renewing 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.
- 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.