

Member Growth Committee Description

Adopted: March 15, 2023

Description:

The NDA Member Growth Committee coordinates with staff liaisons on key strategies, challenges, and needs to provide insight on NDA membership recruitment, engagement, and retention. The committee will act as a sounding-board and subject matter expert to support design and deployment of NDA's Strategic Growth strategy and related deliverables.

Time Required:

- Serve one-year term as a committee member
- Attend regular committee conference calls
- Attend regional membership events (as applicable)
- Attend any additional in-person committee meeting(s)

Key Dates:

- Annual Convention and Expo – March 5-8, 2025

Volunteer Responsibilities:

Under the direction of the Chair and Executive Director, the NDA Member Growth Committee member shall attend all committee conference calls, serve an active role in all discussions concerning Strategic Growth, vote on all matters requiring majority approval, and represent the committee at all committee conference calls and any in-person meetings.

Specific Responsibilities:

- Oversee a consistent and active membership strategy
- Attend Kick-off Immersion Meeting followed by additional meetings as needed to define competitive landscape and market dynamics research and support stakeholder interviews (up to 35) to develop customized member segments and refine member value proposition
- Review draft of segments and value proposition
- Determine final member segments and value proposition to present to NDA's Member Growth Committee
- Answer questions regarding NDA's mission, objectives, and structure, and provide information regarding membership (e.g., dues, membership categories, etc.)
- Provide input and guidance on the NDA brand and value proposition by target audience, as per the strategic plan
- Serve as an industry expert for input
- Support the overall direction and provide strategic guidance
- Serve as a sounding board for the NDA Member Growth Core Team related to key findings and recommendations
- Champion this work and support agreed-upon recommendations

Staff Responsibilities:

NDA staff shall provide promotional and marketing expertise, event management, supplier negotiation, sourcing and contracting, and financial management. Staff will update the committee regularly to ensure deliverables and budget goals are met.

Specific Responsibilities:

- Manage budget, project timelines, scheduling, marketing, and implementation of initiatives
- Work with the Chair to develop agendas and conduct effective committee meetings
- Provide administrative support, including, but not limited to, planning and onsite execution of all committee meetings, sending regular communications, taking notes, etc.
- Work with the Chair, other committee members, and NDA staff to ensure that the work of the committee is carried forth between committee meetings
- Serve as functional experts
- Perform data collection and analysis
- Review and discuss key themes and discoveries
- Jointly develop key findings, recommendations, and supporting work products
- Champion approved work to integrate into broader NDA work plan and team efforts
- Implement relevant messaging and tools aligned with the strategic footings

Qualifications:

- Company is an active member of the National Demolition Association
- Interest in program development
- Insight into emerging markets and understanding of the needs and motivations to join
- Experience with development of marketing and/or branding strategies
- Excellent written and verbal communication skills
- Leadership experience in other organizations, especially non-profit organizations

Appointment:

The President shall submit his recommendation for Committee Chair and committee membership to the Board of Directors for review and approval prior to the meeting of the Annual Meeting of the Board of Directors held at NDA's Convention.

Approved by the Board of Directors: March 15, 2023