



# **OUTREACH COMMITTEE**

## **ABA Job Description**

### **BASIC FUNCTION**

To develop strategies to reach out and encourage members to be more active in ABA and to develop ways to expand membership throughout the world.

### **OUTREACH COMMITTEE QUALIFICATIONS**

1. Interest in working as a team with other committee members in developing outreach strategies.
2. Interest in researching methods and marketing ideas to best advertise ABA
3. Interest and aptitude in developing public relations activities

### **OUTREACH COMMITTEE MEMBERSHIP**

The President, with Executive Board approval, shall appoint a minimum of three members. The members shall select a chair.

Ex-Officio members with voice and vote: Second Vice-President, Member at Large, Chapters Coordinator and Membership Coordinator

The following shall be invited to attend the meetings: President, Bell Tower Editor, Social Media Coordinator, Special Services Coordinator, Website Coordinator and any other interested persons. All persons attending the meeting have a voice.

### **CURRENT PROCEDURES**

1. The Committee shall meet a minimum of 4 times per year (electronic or in-person).
2. Meetings and communication between members should happen throughout the year via mail, email or other means.
3. Keep minutes of meetings and distribute a copy to all committee members and forward a copy to the President.
4. Review data on new members from the Membership Coordinator on an annual basis. Review retention numbers from new members in recent years. Review memberships not continuing their membership.



5. Prepare articles for The Bell Tower, as needed. Such articles should provide ABA members with committee updates and initiatives and offer opportunities for members to become more actively involved with ABA on a chapter and national level.
6. The ABA Address: Membership Coordinator, 11748 N Via De La Verbenita, Oro Valley, AZ 85737-7293 and [www.americanbell.org](http://www.americanbell.org) are to be the only addresses on all advertisements and other publicity material.

### **All ABA Position Instructions**

(officers, appointments, coordinators and committee chairs):

Review your Job Description and send any updates or note of 'no changes' to the Job Description Coordinator towards the end of your annual term.

Remit to Treasurer all expenses, with receipts by the end of fiscal year, March 31st. Committees, whose budgets are large, remit expenses with receipts for payment periodically.

Prepare an annual report for your position and email/mail the report to the Secretary no later than one month before convention.

If a Discussion Form is sent to you by the Secretary, complete and return by email no later than one month before convention.

### **Important information for name and logo copyrights:**

In any print communications there must be the use of the trademarks for the name and logo for ABA.

The first time the organization's name appears it must be capitalized with the registered trademark following. THE AMERICAN BELL ASSOCIATION®.

For the registered trademark: ctrl+alt+r will work on most keyboards. ®

The name of *The Bell Tower*<sup>sm</sup> must have a superscript sm after it.

The sm superscript can be made by clicking the superscript icon in your word processing program sm.

The logo must be the official logo of ABA with the registered trademark.