

TORONTO COMMERCIAL REAL ESTATE WOMEN

Membership Committee Mandate

1. Role and Responsibilities

The Membership Committee (the "Committee") focuses on attracting and retaining professionals in the Commercial Real Estate industry to build a chapter whose accomplishments are dynamic and diverse and to enhance the organization's visibility and credibility within the business community.

2. Reporting

The Committee will report to the Board of Directors (the "Board") of the Toronto Commercial Real Estate Women (the "Corporation"). The Board liaison will be the Director, Membership. A monthly written update is to be provided for Board review and quarterly updates provided at the leadership meetings.

3. Composition of Committee

The Committee shall be comprised of a Chair or two co-Chairs and a Vice Chair or two co-Vice Chairs. The Chair(s)/Vice Chair(s) should actively encourage and recruit new Committee members. There is no limit on the number of Committee members. A larger Committee is beneficial so that Sub-Committees can help coordinate activities. Continuity and new ideas are equally important.

4. Logistics/Communication

- Create and keep the Committee team organized and focused
- Set meeting dates, agendas, and update Committee as required
- Distribute meeting agendas/minutes of meetings to Committee
- Coordinate updates/newsflashes for the Toronto CREW weekly emails and website. All material to be submitted in final draft format per applicable timelines.
- Report to the Board on Committee activities/updates as required
- Prepare monthly submission of new applicants for approval
- Determine activities and create "To do" lists as required

5. Mandate

The Chair(s)/Vice Chair(s) should read and be familiar with the [CREW Network Playbooks](#), specifically the [Gold Standard Playbook](#) and the [Membership Playbook](#).

Recruit potential candidates to join Toronto CREW. An organized outreach program should be developed each year that targets new members from all areas of the real estate industry. It is important that targeted new members meet the criteria for

membership. This goal can be achieved by:

- Obtaining lists of membership prospects from the Board
- Initiating regular prospecting events including breakfasts
- Involving general membership for referrals
- Reviewing current membership to highlight which professions are under-represented
- Attending other industry events to recruit prospective members

Integrate new members into Toronto CREW. Assist new members in becoming involved in a committee so they can benefit from their membership and contribute to the organization. This is done by:

- Making personal calls to new members to welcome them to Toronto CREW
- Ensuring that each new member is paired with a Board member who will serve as a “buddy” to encourage participation in CREW events and committees.
- Encouraging new members to complete their member profile on CREWBiz
- Encouraging new members to attend the New Members Breakfast, to learn more about joining a committee

Maintain Membership Data. Work with the Toronto CREW Administrator to maintain membership data and ensure CREW is tracking the appropriate data from members. Encourage existing members to complete their member profile on CREWBiz.

Annual Report on Membership Demographic Data

- Produce a report that provides analysis and insights about Toronto CREW’s membership
- Present report findings at the first quarterly chapter leadership meeting

Creation and maintenance of budget

- Establish the revenue and expense budget
- Obtain budget approval from the Board
- Monitor and maintain the budget
- Work closely with Toronto CREW Administrator to monitor membership data and update budget as required
- Approve all invoices, request payment through Toronto CREW

Liaise with other Committees

- Marketing and Communications Committee – re e-blasts, membership prospecting events. All material to be submitted in final draft format per applicable timelines.
- Programs Committee – re timing of membership prospecting events to avoid overlap with other programs
- Toronto CREW Administrator – re membership and buddy assignment

Committee Organization and Operational Activities:

Member Inquires – Potential Members inquiring about Toronto CREW receive a membership package (brochure, descriptive letter, application, and announcement of next meeting) from the Toronto CREW Administrator. At the time of this inquiry, they are placed on the Toronto CREW mailing list (presuming permission as per CASL protocol has been received). They are tracked by a committee member who provides information, an invitation to meetings, greeting at the door at meetings, and introductions to other members and the organization.

Application Review and Approval Process – Once an applicant submits his/her application, the Chair/Co-Chair reviews the application to ensure all membership criteria have been met and the correct category is selected. On receipt of a complete submission package (including reference letter), the Committee reviews the application and where appropriate, puts forward any recommendations within its monthly board update, or the bi-weekly board call.

Application Approval Follow Up – The Committee advises the new member of his/her membership status (following up where appropriate). The Toronto CREW Administrator issues an invoice and once the committee is advised by the Toronto CREW Administrator that dues are paid, a package including a welcome letter, list of Committee and Board members, notice of the next meeting is sent. The Board member “Buddy” is also advised on receipt of the payment and is charged with follow-up with the member to ensure they are engaged as a member of the CREW community. The Toronto CREW Administrator handles communication of the new member information to CREW Network so that the member will begin receiving National benefits.

6. Authority Level

The Committee has full authority to book venues, speakers, and topics once approved by the Board. Preliminary ideas/plans are to be presented by the Board Liaison at Board meetings to ensure events are in line with organizational objectives.