



## Committee Spotlight - Membership Committee April 2015

Over the last two years the Membership Committee has grown from a committee of two members to that of a dozen members with three subcommittees –

1. Ambassador Program
2. Membership Outreach
3. Student Outreach

The goal for each of these subcommittees is to progress and achieve consistent growth organically, while also bolstering the growth of the Membership Committee through collaboration and coordination. Through this segmentation, the Membership Committee has seen significant growth and increase in section memberships.

### Subcommittees

#### Ambassador Program

The Ambassador Program subcommittee:

- Recruits volunteers from key organizations in the Chicago Food Industry as the point of contact within the organization to communicate CSIFT events, volunteer openings and constituency needs.
- Works with section leaders to present and demonstrate the value of CSIFT membership to target companies.
- Leads and coordinates the **VIP Guest Program**:

The VIP Guest Program identifies key organizations twice a year and recruits a professional at the directorial or managerial level from each of the organizations as the VIP Guest. The VIP Guest encourages membership and involvement of the company's employees in the activities of CSIFT.

#### Membership Outreach

Under the Membership Outreach subcommittee, the Membership Committee:

- Recruits, retains and engages the membership body
- Coordinates events, manages event feedback reports and follow-ups
- Coordinates cross-committee events and branding
- Conducts call campaigns to welcome new members as well as recruits new members in conjunction with national IFT.

## **Student Outreach**

The Student Outreach subcommittee:

- Spreads awareness of CSIFT events through the network of student volunteers from local universities.
- Connects CSIFT and IFT to students from various disciplines, e.g., Microbiology, Chemistry, Engineering, Nutrition, and Culinary, highlighting the food industry as a viable career path.
- Coordinates social, networking and mentorship events for the student members.
- Coordinate with other subcommittees and section leaders to integrate and transition student members into the Section.

## **Get Involved!**

The Membership Committee is looking to recruit ambassadors from organizations within the Chicago Food Industry for their Ambassador Program. Ambassadors will have the opportunity to give back to the food industry on a higher level. Some of the key responsibilities of an ambassador are:

- To contribute some time as a point of contact between the organization and CSIFT, as well as spread awareness of CSIFT and its benefits within the organization.
- Promote CSIFT events by distributing event notices via emails, flyers and reminder emails within his or her company,
- Notify employees about volunteer opportunities, and advocate for employee engagement.
- Communicate specific needs that target benefits to his or her company's employees.

The ambassador will be eligible for VIP Guest Program, and will be able to attend exclusive ambassador only events!

### **Interested in becoming the voice of CSIFT at your organization?**

Contact:

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