Virginia Beach Council of Civic Organizations

Helping Civic Organizations Remain Educated for 66 years
Post Office Box 9252
Virginia Beach, VA 23450-9252
www.vbcco.org

Job Description
Membership Outreach Subcommittee Chair

Purpose
The Membership Outreach Subcommittee Chair is responsible for supporting the growth and engagement of VBCCO's membership base by recruiting new Civic Leagues and HOAs, assisting in the retention of existing members, and enhancing the value of membership through meaningful communication and relationship-building efforts.

Key Responsibilities
- Assist in identifying and reaching out to eligible Civic Leagues, HOAs, and community associations to encourage them to join the VBCCO.
- Work collaboratively to develop strategies that increase member involvement, strengthen member connections and ensure that existing members feel valued and engaged.
- Assist Communications Committee in creating and updating membership packets, promotional brochures, and informational materials to effectively communicate the benefits of VBCCO membership.
- Assist Communications Committees in planning and executing membership drives, including events, outreach campaigns, and informational sessions aimed at growing VBCCO's member base.
- Gather feedback from member organizations to assess their satisfaction and identify areas where the VBCCO can improve support and services.

Desired Skills and Qualifications
- Strong communication and relationship-building skills.
- Experience in membership development, community outreach, or volunteer recruitment (preferred).
- Ability to work collaboratively with team members and engage effectively with civic organizations.
- Enthusiasm for VBCCO's mission to educate civic leaders and strengthen Virginia Beach neighborhoods.
- Creative thinking and problem-solving abilities to develop new ideas for member growth and engagement.

Time Commitment
Approximately 8-10 hours per month.

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Volunteer Benefits

- Play a direct role in strengthening the VBCCO by introducing civic leagues, homeowners' associations, and other eligible organizations to the benefits of membership and encouraging their participation.
- Gain valuable experience in promoting the VBCCO's mission, communicating membership benefits, and developing effective recruitment strategies.
- Connect with civic leaders and neighborhood organizations throughout the city, creating opportunities for networking, collaboration, and stronger community relationships.
- Experience the personal satisfaction of helping expand the VBCCO's membership, strengthen its citywide presence, and increase its ability to educate, inform, and connect civic organizations.

Definition of Success

- New and existing member organizations feel personally welcomed and that the VBCCO understands their neighborhood's unique character and needs.
- Members know where to turn with questions, receive timely information, and feel included in citywide conversations.
- Civic leagues and HOAs across all districts are aware of the VBCCO, understand what it does, and view it as a trusted and relevant organization worth belonging to.
- Several new civic leagues and HOAs have joined because they were personally contacted, informed, and encouraged to participate, not through mass messaging, but through meaningful outreach.
- Current members continue their participation because they feel appreciated, supported, and connected through ongoing communication and engagement.

Volunteer Disclaimer

The Virginia Beach Council of Civic Organizations (VBCCO) recognizes that every volunteer brings unique strengths, experiences, and availability. The responsibilities listed in this job description are intended as a general guide, not a rigid requirement. We welcome applicants with enthusiasm, initiative, and a willingness to contribute, even if their background or skills don't align perfectly with every listed duty. VBCCO is committed to finding the best fit for each volunteer's talents and interests to ensure a positive and rewarding experience for everyone involved.