



Membership Resources

The membership function of a chapter is responsible for providing leadership to membership activities in chapters. This includes not only growing membership, but retention of members. This position assists in the health and growth of your chapter. Below are several resources that can assist you and your chapter with those goals.

Volunteer Leader Resource Center

Volunteer Leader Resource Center (VLRC) is a great resource that you can utilize to connect with other SHRM chapters, review trainings and resources. Many times, there may be a template for you to utilize and you won't have to recreate the wheel! This guide is to provide you with direct links to areas of the VLRC that will be helpful in your role as membership director of your chapter.

How do I log onto VLRC?

Visit <https://vlrc.shrm.org/s/> and use your username and password as you would to log onto your SHRM account.

[Click here](#) if you have trouble logging into VLRC. Please remember your login will match what was provided by your chapter CLIF.

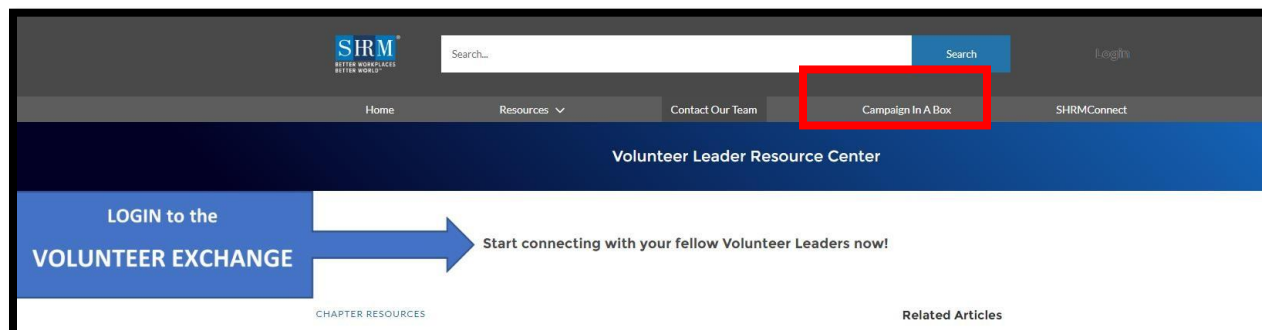
What does the VLRC offer me? Let's start with some education!

- [Click here](#) for a **video tutorial** on the VLRC and you may see a familiar faces!
- **Volunteer Leader Core Leadership Area (CLA) Webcast/Webinars 2024**
 - [Click here](#) to access pre-recorded and upcoming webcasts for the Membership CLA or others. We would recommend viewing the Enhanced Membership CLA Webcast which will be specific to your volunteer role. This will provide a lot of information and in addition you can earn SHRM credit for participating!
- **SHRM Board Orientation.** Learn all you need to know about the business of SHRM and Volunteer Leader Structure. For first time volunteers or those that have volunteered for a long time to refresh ourselves on the tools available. [Click here](#) to view them!
- **Glossary of Common Terms.** We use a lot of terms and if you are new to your volunteer role this is a quick guide to understanding what those terms are. [Click here](#) for this resource.
- Being part of a chapter board can be overwhelming! [Click here](#) to review a guide to the **SHRM Volunteer Leader Playbook**. This is a monthly checklist to help with your planning.

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Marketing Resources from SHRM

Campaign In a Box



This section of the VLRC will provide you with pre-made social media posts, powerpoints and downloadable documents that you can use to promote SHRM and the benefits of membership. This would be a good tool to share with your certification or social media chair too. Make sure to check out the SHRM Membership option as it provides you the opportunity to promote SHRM and your local chapter.

eBlast Program

Take advantage of the **eBlast program** to reach SHRM At-Large members in your area (At-Large are members of SHRM but NOT members of your chapter) You provide the content and SHRM does the rest. [Click here](#) to start! Allow 10 business- day lead time.

At-Large and/or Expired Members List Request

Request an At-Large and/or Expired Members List to promote your chapter. [Click here](#) to submit your request the Member Relations Team to respond within 1-2 business days.

SHRM PP Slide deck – For your Chapter Meetings

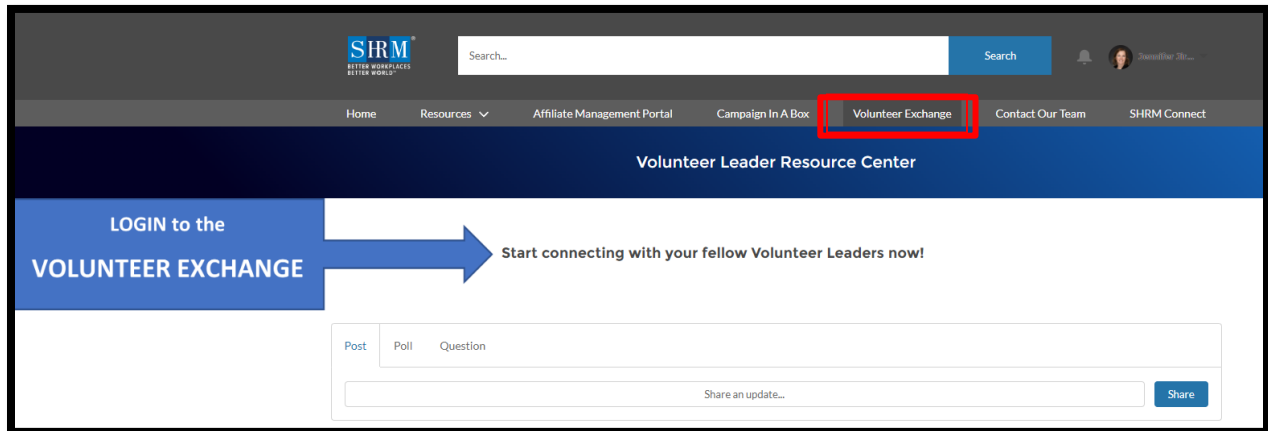
For your chapter meetings if you are looking for a **slide deck** of what is happening at SHRM and you can personalize with your chapter information [click here](#) for an example. This is updated quarterly by SHRM and is a great way to promote the benefits of SHRM or events that are happening at your chapter while participants wait for your great program to start! This is normally found on the homepage of the VLRC.

Chapter Newsletter

If your chapter has been considering providing membership and potential members to understand the value of their membership [click here](#) to learn how to publish a chapter newsletter.

Volunteer Exchange– Connect with Others!

Many chapters have experienced or are experiencing your same challenges. This is a great place to communicate with great volunteer leaders as yourself also find great ideas to help get those gears turning for your next bright idea!



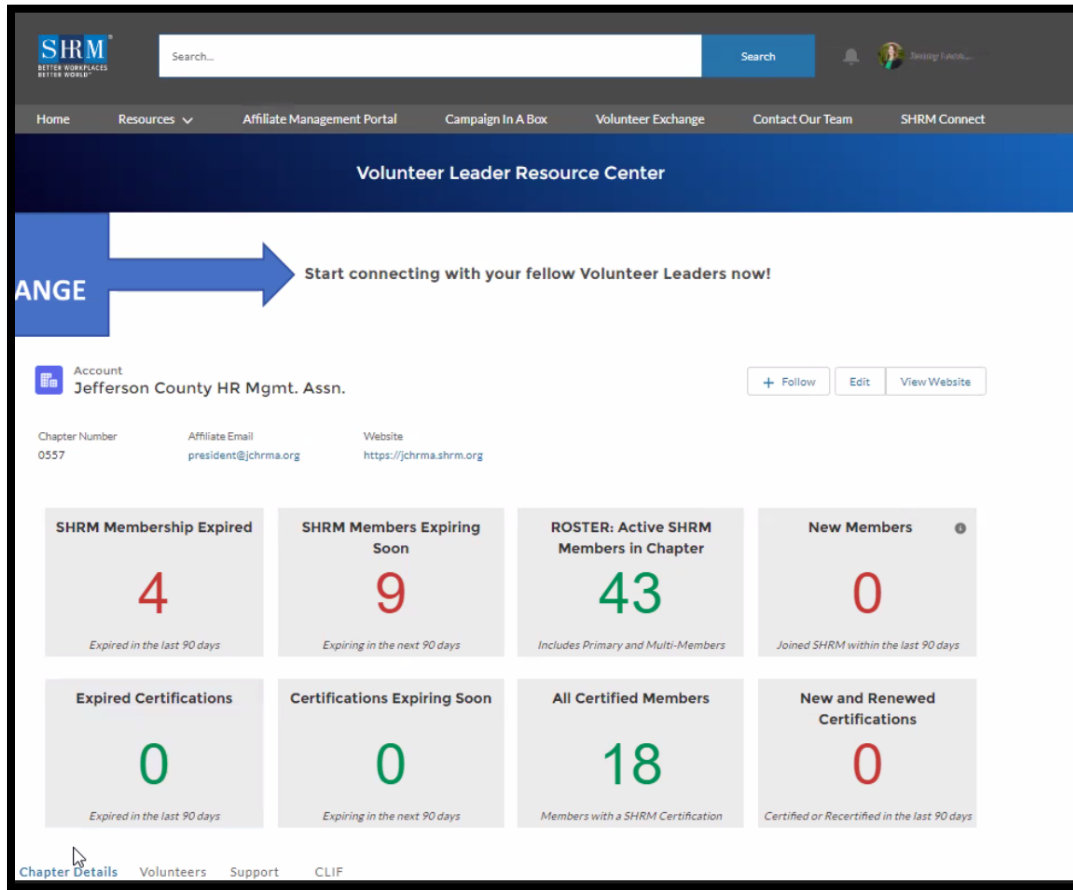
Chapter Audits

If your chapter becomes a DMR (Dual Member Release) Chapter, then you are no longer responsible for chapter audits. Each year all Chapters are required to submit a copy of their Chapter's active membership rosters to SHRM. The rosters are required for the Chapter to participate in SHRM's Chapter Financial Support Program (CFSP) and to determine if the chapter meets affiliation requirements. [Click here](#) to learn more about chapter audits along with some tips of completion.

How can SHRM help you keep track of members & membership?

[Click here](#) to learn more and view a Video Overview on the Affiliate Management Portal.

- Quarterly reports are sent to Presidents, Certification and Membership Directors
- The Affiliate Management Portal (as shown on the next page) is available to chapter President, President-Elect, Past President, Certification Director, Membership Director, Treasurer and Chapter Management Professional (if applicable)
 - Key real-time reporting data for Chapters
 - Real-time rosters and New Members
 - About to Expire Members, and Expired Members
 - Individual SHRM Certification Status (Current and Expiring)
 - Bylaws/charters
 - Volunteer Leadership Listing



DMR (Dual Membership Release) Resources

This program enables your chapter to jointly sell and renew your Chapter membership along with SHRM's membership in one transaction with one profile – all of this will be handled by SHRM's robust systems.

There are benefits to participating as a DMR chapter such as eliminating audits, reducing membership-operations workload for your chapter and leveraging SHRM brand awareness and robust marketing campaigns for Chapters. Increased Chapter Financial Support Payment, ease of renewal for chapter members and additional resources.

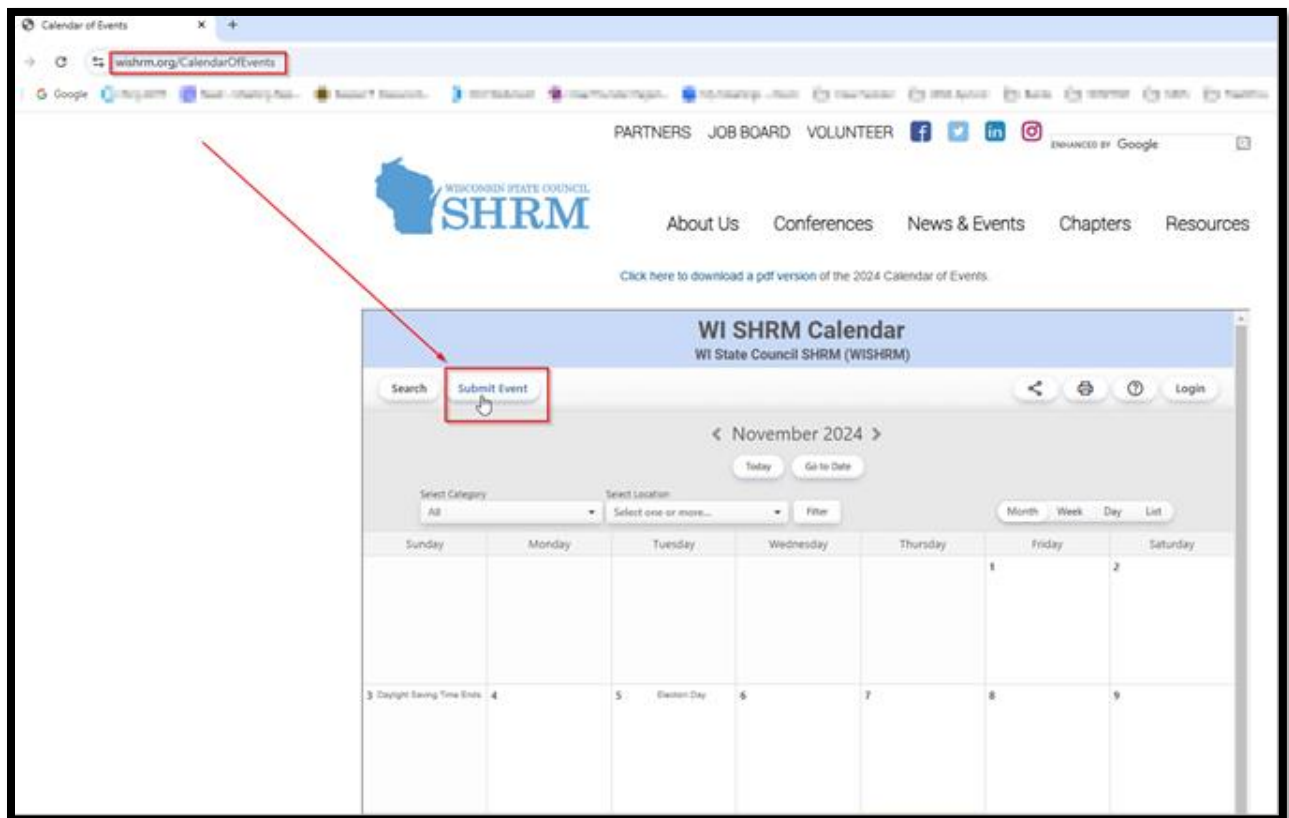
Learn more about the program [click here](#) to review the Dual Membership Release Guidebook that can aid you in understanding what this opportunity may mean to your chapter.

Interested in learning more? Contact Nate Mahanes, Director of Dual Membership Operations & Service at Nate.Mahanes@shrm.org or (434) 515-0061. You can also connect with your WI SHRM Membership Director or your SHRM Members & Community Director.

Promote Your Chapter Events with WI SHRM

Our Communications/Social Media Director for WI SHRM and we would like to post your chapter events on our social media platforms to attract new members and share the exciting things that are happening at your chapter! We love to share the great things our chapters are doing across the state and pictures as always welcomed! Please provide your content and pictures to communicationsdirector@wishrm.org.

Promote your events with the WI SHRM calendar. [Click here](#) to submit your chapter event today. (Below is a screen shot that will take you to our WI SHRM website to post your events to the calendar)



You can connect with a real live person too!

You can contact your Membership Director from WI SHRM. We can assist you in answering questions, providing examples of what other chapters have accomplished and for resources. WI SHRM Membership Director can be contacted at membershipdirector@wishrm.org.



Heather Merrick, SHRM-SCP
Members & Community Director
North Central Region (IA, IN, MI, MN, ND, NE, OH, SD, WI)
heather.merrick@shrm.org

Heather Merrick, our Members & Community Director from **SHRM**. Heather can assist in a variety of ways such as:

- Serve as a resource for SHRM membership, certification and more
- Provide guidance and training for chapter/state council operations
- Support events as a speaker and/or exhibitor
- Strategic Planning Facilitation
- Volunteer Training
- Bylaws Review & Support