



Wisconsin

Membership Resources

The membership position within a chapter is responsible for providing leadership for membership activities in chapters, including membership growth and retention. WI SHRM and SHRM provide several resources to help with membership initiatives. To learn more about them, please see below.

WI SHRM

The Wisconsin State Council's mission is to share expertise and facilitate thought leadership to advanced human capital practices across Wisconsin.

With a goal of developing professionals and serving the HR profession, the Wisconsin State Council is a communication link between the chapters, council leaders and national.

- [News & Events](#)
- [Calendar of Events](#)
 - Promote your events with the WI SHRM calendar. [Click here](#) to submit your chapter event today.
- [Chapter Information](#)
- [Membership Benefits](#)
- [Local Chapter Programming](#)
- [Conferences](#)
- [Resources](#)
- **Connect with a live person!**
 - [State Council Membership Director](#)- Jess VanderPloeg
 - [District Director](#)- Varies by location
 - [Wisconsin State Council Board of Directors](#)
 - [Members & Community Director](#)- Heather Merrick

SHRM

SHRM's [Volunteer Leader Resource Center \(VLRC\)](#) is a great resource that you can utilize to connect with other SHRM chapters and 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 provides you with direct links to areas of the VLRC that will be helpful in our role as membership director.

Here are just a few of the items the VLRC gives you access to.

- A [video tutorial](#) is available on the VLRC, featuring a familiar face.
- [Volunteer Leader Core Leadership Area \(CLA\) Webcast/Webinars 2026](#)
- [Volunteer Leader Strategic Learning Webcasts](#)
- [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.
- Being part of a chapter board can be overwhelming! Download the [SHRM Volunteer Leader Playbook](#) to help plan for the months ahead.
- [Campaign in a Box](#) is a curated, "plug and play" toolkit designed for local chapters and state councils to easily launch, promote, and manage annual fundraising campaigns.
- [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.
- [At-Large and/or Expired Members List Request](#) Request an At-Large and/or Expired Members List to promote your chapter. The Member Relations Team will respond within 1-2 business days.
- [Affiliate Management Portal \(AMP\)](#) A real time dashboard for Reports and Rosters, Volunteer Lists, and Key Documents such as Charters and Bylaws).
- [Dual Membership Release \(DMR\) Chapter Tool Kit](#) This page contains all the resources your chapter needs to successfully implement and manage the Dual Membership Release (DMR) Program.
- [Chapter Resources](#) There are so many resources available that not all can be listed. Looking for more? Visit the Chapter Resources section.
- [SHRM Connect](#) SHRM Connect is an online forum where SHRM members may post questions, respond to posts, create a poll (survey), and interact with members.