



## **MAA Committee Descriptions**

### **Events- Crawfish Boil, Supplier Appreciation Social, Networking events,**

- Help determine the number and type of events to be conducted during the calendar year.
- Work with MAA staff to coordinate all aspects of the events
- Solicit locations suitable for seminar requirements
- Assist in the development of promotional materials
- Solicit sponsorships for each event
- Solicit and encourage member attendance

### **Education - Lunch & Learns, CPO Course, National Designations & Educational Speakers and MAA Conference**

- Help determine the number and type of educational seminars/classes to be conducted during the calendar year. Determine the speakers/presenters desired.
- Work with MAA staff to coordinate all aspects of the events
- Offer at least one national program(s); Examples are: CAM, CAMT, CALP, CAPS, CAS
- Solicit speakers and topics which are relevant to our industry for the event
- Solicit locations suitable for seminar requirements
- Assist in the development of promotional materials
- Solicit sponsorships for each class
- Solicit and encourage member attendance

### **Fundraising- Assist in raising funds to insure the financial viability and stability of the organization**

- Find, create, and implement fundraising opportunities to raise money for various charities throughout the year.
- Identify potential individual donors and businesses who could potentially provide resources to MAA.
- Create and organize various events to raise funds for the affiliate.
- Identify other fundraising opportunities available in the community and coordinate MAA's presence or involvement.

**Crisis Management & Government Affairs- Assist the staff and MAA lobbyists with monitoring local and statewide issues that affect our industry.**

- The GAC hosts MAA's Annual Capitol Day.
- Assists the board with action items and creating statements to send to members, media, etc. during a time of crisis.

**Membership & PR- Help develop ways to grow our membership and keep our current members engaged. Assist in developing brand awareness, creating marketing materials, and social media content.**

- Welcome new members by taking new member gift and MAA information
- Advance community outreach
- Work with MAA staff to coordinate all aspects of the membership and events.

Work with MAA staff to develop monthly content for the newsletter and social media

- Develop a plan of action to recruit new members, retain existing members, and recover dropped members for the year and then implement the plan.
- Host New Member orientation at least once a year
- Host a membership blitz at least once a year focusing on non-members. Take packets with information on membership, upcoming events, education classes, advocacy updates, and promotional item(s).
- Visit member properties to help promote upcoming education & events
- Help at all membership meetings: Registration, greeter, etc.
- Promote professionalism of Association by educating the members regarding membership and its value
- Help create marketing materials for association events and membership
- Help at all membership meetings: Take pictures, record videos and engage with online followers

- Monthly social media ambassadors will help with brand awareness
- Assist with the executing, planning and promotion of MAA's podcast, Today with Multifamily
- Actively work to promote doing business with a member
- Promote MAA's website and online member directory