The SEMPA Membership & Marketing Committee makes recommendations for and assists in developing membership strategies for the recruitment and retention of members and increased participation of members in SEMPA activities.

Objectives:

1. Improve the membership programming of SEMPA
   a. Work with the staff to develop the member materials and information
   b. Identify improved methods to deliver member benefits and increase awareness among members
   c. Identify new opportunities for member recruitment and engagement

2. Establish continued viability of the committee and recruit new members, representative of all categories of membership.

3. Continue to increase membership by promotion of SEMPA 100% Club, acquisition programs and community outreach.

4. Increase Non-Dues Revenue
   a. Create potential list of new partners that may interest members in developing new affinity programs
   b. Explore and implement opportunities for other revenue and member benefits

5. Assist in identifying valuable member benefits and aid in making introductions with corporations or other entities when needed.

6. Utilize social media sites and newsletter to post membership profiles.

7. Create and implement a plan for promoting EMPAs and SEMPA membership during PA Week.

8. Evaluate current offerings and content available on the SEMPA website and determine what should be updated, added or removed.