

Position Description: UNWLA Members-at-Large Liaison

The UNWLA Members-at-Large (MAL) Liaison holds an essential leadership role for members who do not belong to a Branch. The MAL Liaison works in collaboration with the Vice President of Membership to recruit new members and retain current ones. This position requires an open communication style and a sincere desire to respond promptly and positively to members' needs, requests, and questions. By speaking with individual MALs via telephone, in writing, email, regular mail; or as a group via teleconference or video conference, it is the Liaison's responsibility to keep members who live throughout the USA connected to and engaged with the organization.

The MAL Liaison is elected at the tri-annual UNWLA Convention by the delegates and serves a three-year term (limited to two consecutive terms). She reports directly to the UNWLA President.

Core Responsibilities:

- Perform all duties, as specified in the UNWLA Bylaws and Standing Rules.
- Coordinate information with the Administrative Office to ensure that records of current Members-at-Large are accurate and up to date.
- Share with the Administrative Office all copies of new MAL applications, address changes, and requests from families of deceased MAL to terminate membership and *Our Life* subscriptions.
- Contact all members who have not paid their dues after they have been notified once.
- Send a welcome letter to each new MAL to acknowledge receipt of their membership application and dues payment. This includes members who have transferred from a Branch to a MAL membership status.
- Send copies of the UNWLA bylaws to new members who cannot access them online on the UNWLA web site.
- Review the appropriate section in *Our Life* magazine to ensure new MAL are properly welcomed.
- Provide all new MAL with the UNWLA website address and Facebook page and encourage them to access these important communication tools on a regular basis.
- Suggest to all MAL that they participate in UNWLA activities and contribute their expertise, talents, and special interests to the organization via projects, donations, and articles submitted to *Our Life* and/ or to UNWLA social media.
- Encourage MAL to attend UNWLA Conventions. Remind MAL that for each ten MAL present at the Convention, they have the right to elect one voting delegate among themselves.
- Work closely with the VP of Membership, Regional Presidents, and Branches-at-Large Co-Liaisons to identify potential MAL from dissolved Branches or members who have moved to geographical areas that do not support a Branch.
- Together with the Vice President of Public Relations and the Vice President of Membership, help to create a centralized marketing campaign to attract new members.

- Recruit MAL by sending letters of invitation, responding to inquiries received on the UNWLA website, and posting on the Facebook page.
- Attend the UNWLA National Convention as a delegate. Submit a report for the National Convention Book, as requested.
- Attend annual National Board meetings and provide a report on the status and activities of MAL groups.
- Complete the on-line Annual Report to Headquarters by the due date.
- Inform MAL Liaison successor how to access MAL Policies and Procedures and other important documents on the UNWLA website (Members' Portal).

Issued 12/21/21