



Membership Resources

The SHRM Volunteer Leader Resource Center (VLRC) is a great resource that you can utilize as a SHRM volunteer to connect with other SHRM chapters, review trainings and resources. There may be a template for you to utilize so you won't have to create it on your own! 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 along the way, you may see a familiar face!
- **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 you can earn SHRM credits for participating!
- **SHRM Board Orientation.** Learn all you need to know about the business of SHRM and Volunteer Leader Structure. Great for first time volunteers or for volunteers who need a refresher. [Click here](#) to view them!
- 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 yearly planning.

Marketing Resources from SHRM

- [Click here](#) to aid you with marketing resources from SHRM that promote your chapter. Find resources such as SHRM and Chapters: Better Together PPT, SHRM Member Benefits Flyer, sample direct mail templates and more!
- 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.
- 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.
- For your chapter meetings if you are looking for a PowerPoint **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!

Promote Your Chapter Events with WISHRM

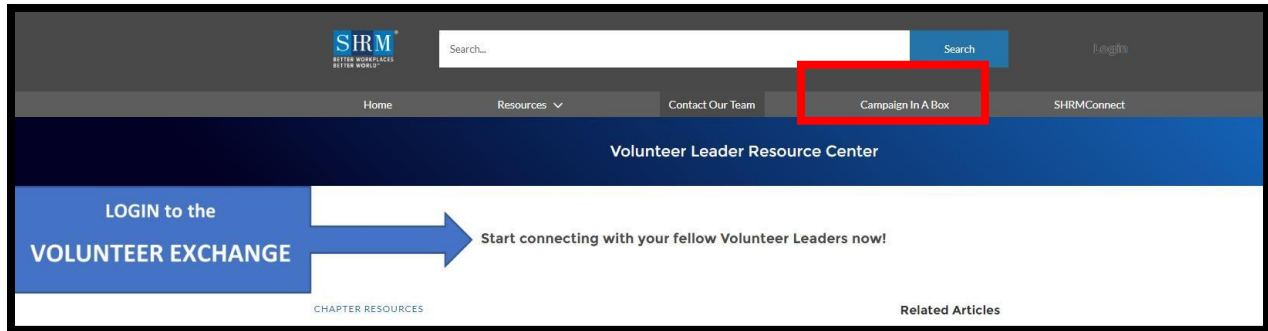
Contact Jeff Palkowski, State Director-Elect while we recruit for an Interim Communications/Social Media Director for WISHRM. We would want to post about your chapter events on our social media platforms to attract new members and share the exciting things that are happening at your chapter! We love to share the great things our chapters are doing across the state and pictures are always welcomed! Please tag #WISHRM on your social media post to help us to amplify your posts from our platforms.



Chapter Newsletter

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

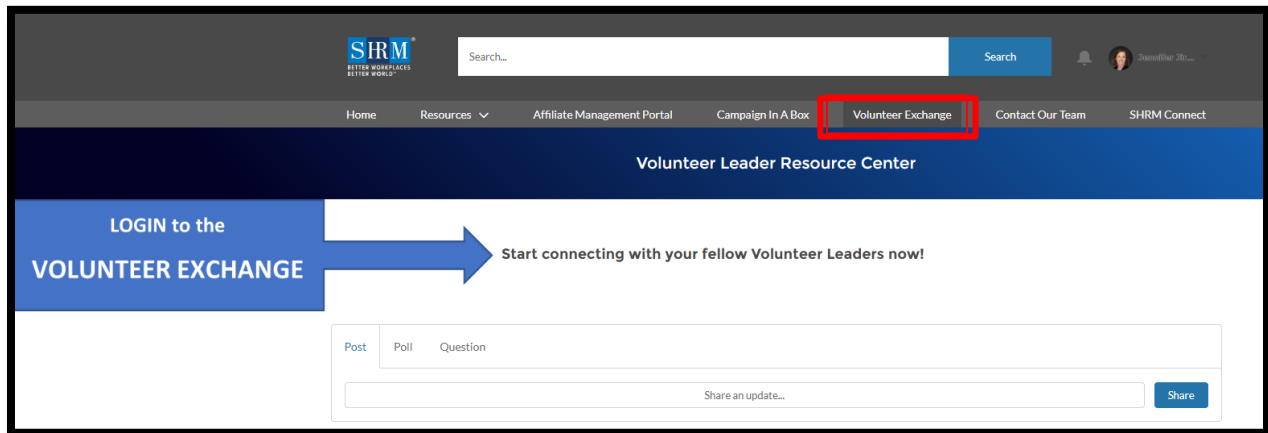
Campaign In a Box



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 great 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.

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, like yourself. Find great ideas to help get those gears turning for your next bright idea!



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 in order 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. Please note if your chapter commits to DMR, you are no longer responsible for chapter audits.

Affiliate Management Portal (AMP)

How can SHRM help you keep track of members & membership? [Click here](#) to learn more and to view a Video Overview on the Affiliate Management Portal.

- Quarterly reports are sent to Presidents, Certification and Membership Directors
 - 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

The screenshot shows the SHRM Affiliate Management Portal (AMP) interface. At the top, there is a search bar and navigation links for Home, Resources, Affiliate Management Portal, Campaign In A Box, Volunteer Exchange, Contact Our Team, and SHRM Connect. The main header is "Volunteer Leader Resource Center". Below this, there is a blue banner with the text "Start connecting with your fellow Volunteer Leaders now!". The user's account information is displayed as "Jefferson County HR Mgmt. Assn." with options to Follow, Edit, and View Website. The dashboard features eight data cards:

SHRM Membership Expired	SHRM Members Expiring Soon	ROSTER: Active SHRM Members in Chapter	New Members
4	9	43	0
<small>Expired in the last 90 days</small>	<small>Expiring in the next 90 days</small>	<small>Includes Primary and Multi-Members</small>	<small>Joined SHRM within the last 90 days</small>

Expired Certifications	Certifications Expiring Soon	All Certified Members	New and Renewed Certifications
0	0	18	0
<small>Expired in the last 90 days</small>	<small>Expiring in the next 90 days</small>	<small>Members with a SHRM Certification</small>	<small>Certified or Recertified in the last 90 days</small>

At the bottom, there are navigation links for Chapter Details, Volunteers, Support, and CLIF.

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 State Membership Director or your Field Services Director.

You can connect with a real live person too!

You can always contact your Membership Director from WISHRM, Jennifer Jirsa and she would be happy to discuss with you what are the goals behind your chapter, what resources are you seeking and to answer questions.



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Jenny Locanthi is our Field Services Director with SHRM. Field Services Directors assists development of SHRM’s membership strategy. Jenny enjoys hearing from our chapters and aiding us in building the best experience for our members.