



Membership Resources

Volunteer Leader Resource Center (VLRC) is a great resource that you can utilize to connect with other SHRM chapters, 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 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 www.vlrc.shm.org 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 can I find on the VLRC that can help me?

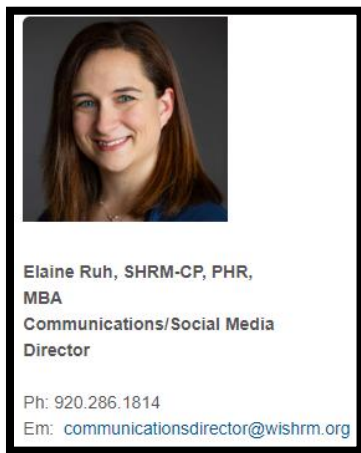
- [Click here](#) for a **video tutorial** on the VLRC and you may see a familiar faces!
- **Volunteer Leader Core Leadership Area (CLA) Webcast/Webinars 2023**
 - [Click here](#) to access pre-recorded and upcoming webcasts for the Membership CLA or others. We would recommend watching the Enhanced Membership CLA Webcast in addition to the Volunteer Leader Connection Webcast. They provide you with a lot of information and in addition you can earn SHRM credit for participating!
- Membership Focused Resources
 - [Click here](#) to find articles specifically related to **Membership Activities**
- For your chapter meetings if you are looking for a **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!
- Being part of a chapter can be overwhelming! [Click here](#) to review a guide to your **chapter activities by month**.
- 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.

Marketing Resources from SHRM

[Click here](#) to help you reach your audiences in the region. Find resources such as SHRM and Chapter: Better Together PPT, SHRM Member Benefits Flyer, Sample Direct mail templates and more!

Your Chapter Events Promotion with WISHRM

Contact Elaine Ruh, Communications/Social Media Director for WISHRM and we would love to post 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!



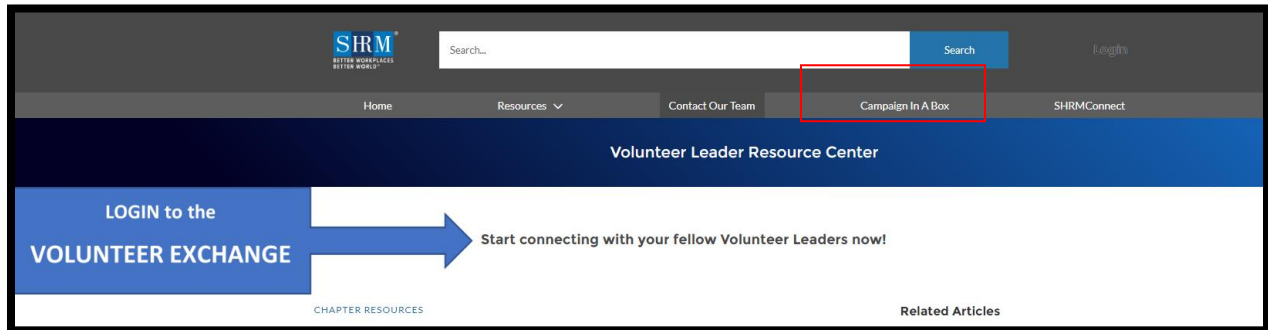
SHRM Board Orientation

Learn all you need to know about the business of SHRM and Volunteer Leader Structure. Great to first time volunteers or those that have volunteered for a long time to refresh ourselves on the tools available. [Click here](#) to view them!

Chapter Newsletter

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

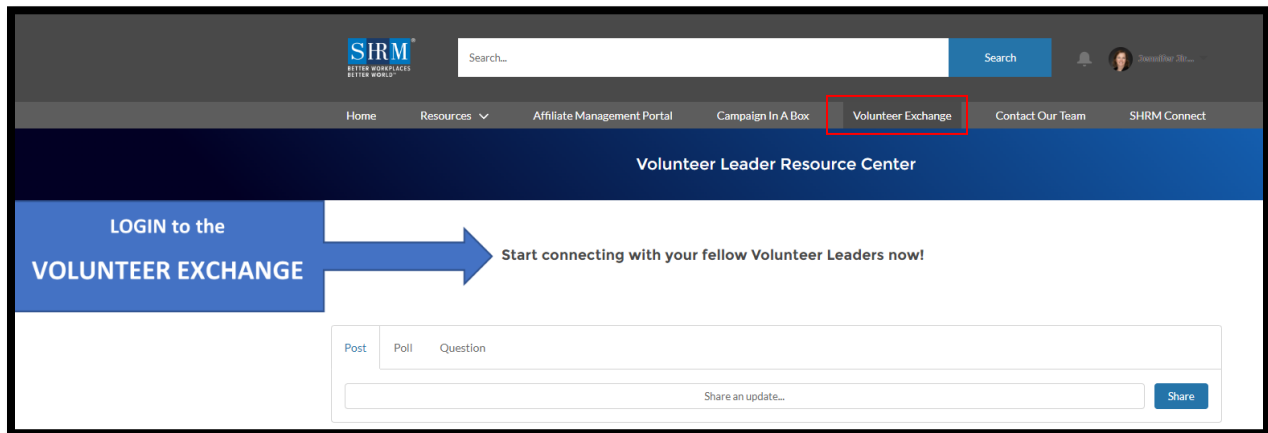
Campaign In a Box



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 a good 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 as yourself also find great ideas to help get those gears turning for your next bright idea!

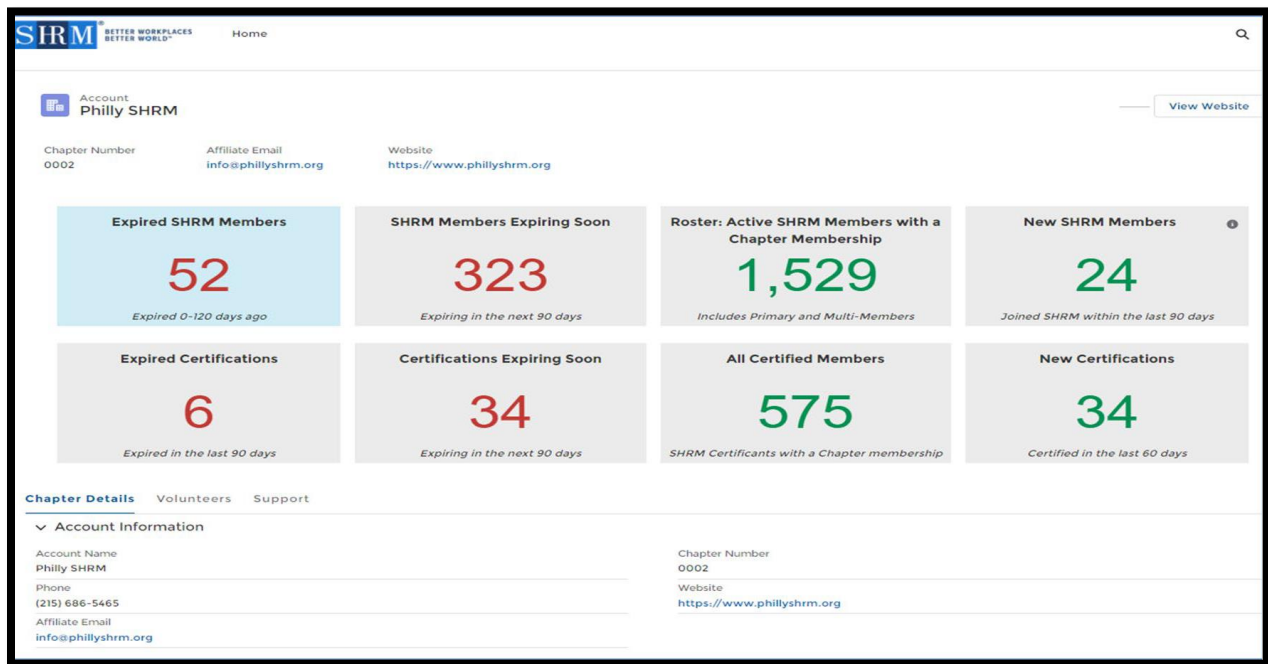


Chapter Audits

If your chapter becomes a dual membership then you are no longer responsible for chapter audits, however we only have 1 chapter that is a dual membership chapter in WI. Each year all Chapters are required to submit a copy of their Chapter's active membership rosters to SHRM. The rosters are required 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 tips to ensure this is a smooth and easy process.

How can SHRM help you keep track of members & membership? [Click here](#) to learn more and to view an Video Overview.

- 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



DMR Resources

SHRM is now taking steps to ensure that joining/renewing both a SHRM national membership and a SHRM affiliated local chapter membership together is effortless.

Dual membership will provide SHRM members and existing dual members the ability to obtain and renew both memberships in the same transaction.

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 and eligible chapters [click here](#).

Interested in learning more? Contact Nat Mahanes, Director of Dual Membership Operations & Service at Nate.Mahanes@shrm.org or (434) 515-0061.


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 help you get to the right person to answer questions, provide resources or just a friendly chat!



Jen Jirsa, SHRM-SCP, PHR
Membership Director

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Jenny Locanthi, SHRM-SCP
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Jenny Locanthi, who is our Field Services Director for SHRM. Field Services Directors assists in development of SHRM's membership strategy, and they always enjoy hearing from our chapters and aiding us in building the best experience for our members.