

The Opportunity: Membership Development Team (6 meetings -- one per month)

How will you be contributing?

You will play an important role in crafting out how to grow Positive Psychology and the impact of CPPA in your sector and across Canada.

Who are we looking for?

We are looking for a small team of volunteers who have a rich understanding of the needs of their sector for a short term volunteer commitment (6 meetings - one per month). Ideally, we would like to find volunteers who are well connected and respected in their field and/or with strong marketing and communication skills

Sectors include but not limited to:

- Research/Academic,
- Business and Workplace Wellbeing,
- Health Related Professions,
- Education/Resilience,
- Coaching
- Psychotherapy,

What will the work involve?

The committee that will explore how CPPA could be most helpful to each sector and how we can grow our membership within each sector and across Canada.

The committee will:

1. help assess our potential for membership growth
2. develop a member needs survey
3. establish key messages
4. establish strategies and tactics
5. develop an action plan and goals
6. implement strategies and tactics
7. evaluate

How much work and commitment is involved?

Six month commitment with bulk of work in first four months (October - January)

- one meeting per month
- weekly emails to review materials and strategies (e.g. survey, promo email, brochure)

Benefits to you:

- Be part of the next phase of CPPA's growth across the country
- Share in the planning with incredibly talented people committed to the value and development of Positive Psychology