

NAACP

Membership Toolkit



To Officers, Membership Campaign Chairpersons and the Membership Campaign Committee:

You are the membership of the NAACP and you are the ambassadors in the field. Many NAACP memberships are brought in at the local level, so your preparedness is the key to our growth.

This Membership Toolkit was created to equip you with practical tools and strategies to use in your community to engage, recruit, and retain members. We encourage you to read the strategies outlined in this toolkit and utilize the information and samples provided, adjusting them to fit your local campaign wherever possible. Remember, every event you host is a membership recruitment opportunity.

There are three key elements that apply to all successful membership campaigns:

1. **Planning** – sufficient planning with clearly defined goals and strategies.
2. **People Power** – recruiting the right workers and enough workers for your campaign.
3. **Promotions** – advertising, public service announcements, community partnerships, digital outreach, and other methods to get the word out.

This manual includes detailed strategies, guidelines, recruitment strategies, and sample letters/releases. Most importantly, part two of this toolkit includes membership goal and analysis worksheets. Yearly assessment is necessary to ensure the continued strength of the NAACP. Please be sure to utilize these tools. Add to and adjust them with your own ideas to suit the needs of your community.

Your Unit's goal is a big part of our national goal. Let's help the NAACP grow by organizing and conducting the best campaign in the history of your unit!

Sincerely,
Bethany Criss-June
National Director, Membership

Part I:

Engage. Recruit. Retain.

Membership Campaign Planning Guide

Chapter 1: Steps to Organize a Membership Campaign

People + Planning + Promotion = Production

- I. **Executive Committee:**
 - Set the Campaign Date and Goals
 - Appoint the Campaign Chairperson
 - Assist in organizing the Campaign Committee
 - Participate in the Campaign
 - Allocate funds for the Campaign Budget

- II. **Membership Campaign Leadership:**
 - Membership Campaign Chair
 - Campaign Committee
 - Secretary
 - Recruit Division Leaders, Team Captains and Workers

- III. **Campaign Calendar**
 - Organize a Planning Period (start date, end date)
 - Training Dates, Campaign Kick-off or Rally Date, Closing Date and Special Events

Campaign Committee Structure

Executive Committee Duties

The Executive Committee is responsible for the following duties in the Campaign:

1. Setting the Campaign goals and the number of memberships the unit will seek to solicit (including both renewals and new members)
2. Appointing the Campaign Chair. This person could be the regular Membership Chair of the unit or a special appointment can be made. **DO NOT APPOINT A PERSON WHO CANNOT GIVE THE TIME AND ENERGY NECESSARY TO CARRY OUT A SUCCESSFUL CAMPAIGN.**
3. Helping the Campaign Chair to organize the Campaign Committee, consisting of people who will serve as Division Leaders or Team Captains. The size of the Campaign Committee will depend on the membership goals set.
4. Participating in the Campaign as Division Leaders, Team Captains and/or Workers along with other members.
5. Setting up the campaign calendar (if there is no special Campaign Committee), as follows:
 - i. Organization period when workers will be recruited
 - ii. Engagement/recruitment period after workers are enrolled for membership solicitation
 - iii. Dates for opening meeting, reporting meetings and closing meetings
6. Furnishing information regarding the achievements of the unit to the workers for use when soliciting memberships

Membership Chair

The primary responsibility of the Membership Chair is to think of creative ideas to increase NAACP membership. The Chair should spend time developing innovative methods and techniques that can be implemented by the Membership Committee to increase the membership of the unit.

The Membership Chair must be a motivator. A motivator is one who understands the personalities of those around them. They understand what it takes to get their team to respond by getting the task accomplished. Thus, the Membership Chair must provide recognition, rewards and incentives to get workers to produce memberships. As membership workers

are recruited, the Chair and committee must spend their time energizing every member to produce memberships.

A great Membership Chair is one who will think up new ideas, reinvent old ones, be creative, in planning a campaign, team focused, outcome oriented and be a great motivator for other workers.

Duties

The Membership Chair works throughout the year to maintain and increase membership in the Association. It is very important that the Membership Chair, along with the Executive Committee, be responsible for incorporating membership outreach at all NAACP programs and events as well as planning the annual membership campaign.

Membership Campaign Committee

The Membership Campaign Committee works throughout the year to maintain and increase the membership in the Association; be responsible for planning and organizing the annual membership campaign, be responsible on a continuous basis for soliciting new members.

It is important that every NAACP member remembers their charge to increase membership year round. Take advantage of every opportunity to solicit NAACP memberships.

Duties

A Campaign Committee is responsible for the following:

1. Setting up the Campaign Calendar for the Year
2. Recruiting Honorary Chairs or Co-chairs from the community
3. Recruiting workers
4. Securing campaign headquarters
5. Obtaining prizes to be awarded to outstanding workers (this may be assigned to a special committee)
6. Assisting division leaders and team captains to secure individual workers to make up their divisions and teams
7. Serving as Division Leaders, Team Captains and/or workers
8. Providing over-all supervision throughout the duration of the Campaign

Secretary

Duties

One of the most important duties of the Secretary is handling membership reports. The Secretary must keep an accurate record of all members and their dues, give receipts for all membership fees received and transmit such fees to the Treasurer. It is the duty of the Secretary to promptly send a list of all memberships received from the Treasurer and forward to the National Office that portion of the fees belonging to the National Office. The Secretary should do this within fifteen (15) days after receipt. It is important that the funds that go along with the report are properly calculated. Please send only the amount owed to the National Office with reports. Also, a report that does not have enough funds attached will only serve to slow down the processing of the report, thus providing poor customer service to our constituents.

Regardless of campaign, all membership reports and applications, along with corresponding payment information, should be photocopied. The unit should retain a copy and the originals should be forwarded to the National Office.

How to Run Campaign Meetings

Opening Meetings

Once you have secured your workers, set up your teams and/or divisions, and hold training clinics for the workers, you are ready to go!

1. At the opening meeting, Campaign Committee members, officers and workers who have already solicited memberships should make the first reports, including individual membership or renewal, in order to get the Campaign off to an enthusiastic start.
2. Distribute additional canvassing materials where needed.
3. If the opening meeting is not a formal mass meeting or rally, short pep talks should be given by the Campaign Chairman and officers about the work of the NAACP (local and national) and the need for all-out support of the campaign.
4. Exhibit the prizes to be awarded to the best Team and/or individual workers.
5. Exhibit your Campaign "Thermometer" or other Chart to be used in recording progress of the campaign at the future report meetings.
6. Announce the place and dates of subsequent report meetings with emphasis on the halfway point in the campaign in order that your workers may know what they are expected to accomplish by that date.

Chapter 2: Strategies for Member Engagement

- I. **What is “engagement”?**
 - a. Clearly showing both the current and potential NAACP member that having an NAACP membership and having the services of the NAACP meets their needs.
 - b. Engagement is the art of attracting attention and involvement.

Example:

John Doe’s Desire – John Doe is concerned that registered voters in his state may be denied the right to vote because of new Voter ID laws and wants the new laws a) fully explained or b) repealed due to unconstitutionality.
NAACP Fulfills Desire – Through investigation, advocacy and collaboration with the NAACP Legal Department, the NAACP helps John Doe’s cause.

- II. **Who is a good NAACP engagement ambassador?**
 - a. Someone with a positive attitude about the NAACP.
 - b. Someone who is prepared, organized, and works within timelines and deadlines.
 - c. Someone who expects to succeed in selling NAACP memberships.
 - d. Someone with high moral values and great honesty.
 - e. Someone who believes in the value of the NAACP.

- III. **Plan to Get Members**
 - a. Planning is just as important as action and adequate planning should always take place before any action.
 - b. Decide how, where, when to get NAACP members. Decide on the priorities. **Use part two of this toolkit.**

- IV. **Prospecting Functions for NAACP members**
 1. Search for NAACP supporters and people interested in the NAACP and turn them into members.
 2. Keep a data file on prospective NAACP members.

- V. **NAACP Prospecting Strategies**
 1. Personal observations – look for members where you are

 2. Chain strategy – secure a name of a prospective member from each new member

3. Influence strategy – experienced workers on your team should influence members to upgrade their minimum membership dues.
4. Direct mail strategy – send a prospective member a letter inviting him/her to join the NAACP
5. Cold canvas strategy – selling a membership to someone with which you have very limited information with the exception of a name. Just ask!

VI. The NAACP Engagement Strategy

1. Pre-approach – Get prospective NAACP members' attention by asking the questions, do you need a job, do you need increased access to the vote, or better education.
2. Approach – make a favorable impression. Gain their attention by providing them with good information and great customer service.
3. Probing – Help the NAACP prospect in recognizing a need. Ask, "Are minorities promoted fairly on your job?" Arouse interest by offering an NAACP solution.
4. Presenting – Create a desire by showing a prospective NAACP member the advantages they are missing by not being a member of the NAACP.
5. Closing – Close with a motivational, logical and/or emotional appeal

Chapter 3: Techniques to Increase Membership

I. Membership Renewals

Membership Renewals are one of the most important parts of your campaign, and they should be given priority in your planning. We lose *thousands* of members each year because no one asks them to renew their memberships! The following steps should be taken by your Campaign Committee to ensure that every lapsed member is reached during your membership drive.

1. The Campaign Chair and/or Committee should work with the Unit Secretary to prepare a list of all lapsed members. A careful check of the records for the past two or three years will reveal many un-renewed memberships.
2. The names and addresses of lapsed members and members whose memberships will expire during your campaign period should be distributed to your solicitors before your canvassing begins.
3. Solicitors should be asked to get these renewals in the early stages of the canvassing period. This will encourage new workers who have not had experience in selling NAACP memberships.
4. At your first Report Meeting, put special emphasis on the Membership Renewals and urge your workers to get them in promptly.
5. Don't let a single lapsed member remain on your records at the end of your campaign.

II. Telephone Solicitation

Telephone solicitations can be a successful technique, especially with membership renewal campaigns. The Campaign Committee or a special telephone squad of volunteers can do the job.

1. Obtain permission to use local religious institutions and civic organizations' telephone directories to select names of people to call and invite them to serve as solicitors or to take out memberships. In soliciting memberships, you should work out a script for the call.
2. Names of prospective solicitors and/or members can be secured from voters' lists. These lists usually can be purchased at City Hall or borrowed from precinct leaders. They are a very valuable source for mail or telephone appeals.
3. Solicitation of workers by telephone should be done by the Campaign Committee, with the help of the officers and Executive Committee members. Immediate follow-up is necessary when the prospect agrees

to work in the campaign: a letter of thanks should be sent with notice of the next workers' meeting and canvassing material and instructions given to the worker at the earliest possible time.

4. The telephone is the best line of communication with your Campaign personnel: to check up on worker progress, to stimulate greater activity, and to get workers out to meetings. Utilize text messages and **e-mail** to convey messages to workers.

Telephone Solicitation Guide

1. Aside from face-to-face communication, the telephone (mobile and electronic devices) and e-mail are the most personal way to communicate with membership prospects.
2. Use your local telephone directory, email directory and borrowed lists from additional resources such as the church, City Hall, election precincts, city directory, fraternal civic organizations, educational institutions and professional and business institutions. Compile a **master list** of names, phone numbers and email addresses of every membership prospect in your area. These lists should be made in duplicate with one list going to the workers who will carry out the specific duties. Another copy is to be kept in the branch office or by the membership chairperson or campaign coordinator as a checklist of the progress made by the telephone worker.
3. For solicitations by telephone, the script included in the Sample section of this toolkit can serve as a way for each worker to get started. Every worker, however, should use his or her own personality in making the telephone call. Avoid lengthy conversations because they run the risk of sidetracking you from your initial goal of getting a membership.
4. Notations about each prospect can be made directly on the master list.
5. Telephone solicitors should always be pleasant and talk clearly to make sure all facts are understood. Even if the person called responds in an annoyed or impolite manner, it is important that the telephone solicitor not try to argue, but invite the other person to come to the next meeting of the branch where he or she can voice their opinion.
6. Have facts about what your branch is involved in so you can answer the question, "What are you doing?" Use the laundry list approach, such as, "Our branch registered _____ new voters; we monitored revenue sharing funds granted to the city; our branch placed _____ number of youth in employment", etc.
7. Most important, in making telephone calls, try to avoid delays. Be sure to ask for a "yes" answer during the telephone call. Try to make arrangements for picking up the membership dues.
8. Don't forget to notify the prospect of the next meeting later, if the date was not set prior to your telephone call.

Chapter 4: Advertising the Campaign

To create the proper climate for a successful campaign in any community, you must advertise. In the NAACP this means:

1. Use of free radio and television time for spot announcements, round-table discussions, interviews with leading officers and other citizens, musical programs, etc.
2. Speaking appearances before community groups (social clubs, fraternal organizations, religious institutions, etc.
3. Wide distribution of literature about the NAACP. We suggest the following:
 - Ask the leaders of local institutions (especially those institutions of which you and your committee are members) to permit you to insert NAACP literature in their bulletin at least once a month; or get permission to have a membership appeal printed in the bulletin during the Sundays covered by your campaign.
 - Send literature via US mail and via e-mail to as large a list as you are able to compile. When using US mail, always include a membership envelope. Make sure the return address of the branch is clearly printed on all materials.
 - Distribute leaflets door to door through residential areas. Be sure that the address of the unit is stamped or printed on all such leaflets. **Make sure workers DO NOT insert leaflets in mailboxes; IT IS AGAINST THE LAW.**
 - Create press releases (samples are enclosed) and provide to local newspapers and in the materials distributed during the campaign.

Radio Spots

- The NAACP's fight for equality affects every state and community in our nation. You need the NAACP. Join today!
- The NAACP's strength and effectiveness lies in its membership. If you believe in equal rights, you'll join the NAACP today!
- Join the ranks of those who care. Help us strengthen the NAACP, the nation's oldest and largest civil rights organization. Let's add you name to the NAACP membership rolls. Join today!
- The NAACP reached its 100th anniversary with a proven record of determination and respectability. If you want a sure investment that gives excellent opportunities for personal advancement, then join the NAACP – an organization that is stable and professional in its endeavors. This is the perfect way to make a meaningful contribution to your community with the double benefit of satisfaction in service to the community. Join today!
- Fair housing, fair employment and equal education are a few of the goals of the NAACP. You and your family have a stake in America's future. You owe it to yourself to belong to an organization that fights for your rights every day. Join the NAACP.

- Membership is the very life blood of the NAACP. The NAACP has broken through many racial barriers and has survived for 100 years due to the unselfish support of dedicated, hard-working NAACP volunteers. Come fight your fight with the NAACP. Join today!

Part 2:

Testing & Tracking

Membership Analysis Toolkit

Chapter 1

Planning

Guide for

Effective

NAACP Units:

Membership

You are the membership of the NAACP. You are the ambassadors in the field. The majority of new NAACP memberships are brought in at the local level, so your preparedness is the key to our growth.

This Membership Toolkit was created to prepare you for and equip you with practical tools and strategies to use in your community to solicit memberships. We encourage you to read the strategies outlined in the NAACP Membership Campaign Handbook in addition to the exercises and tools in this toolkit, and utilize the information and samples provided, adjusting them to fit your local campaign wherever possible.

There are three key elements that apply to all successful membership campaigns:

4. **Planning** – sufficient planning with clearly defined goals and strategies.
5. **People Power** – recruiting the right workers and enough workers for your campaign.
6. **Promotions** – advertising, public service announcements, community partnerships and other methods to get the word out.

Assessing the current state of membership in your unit and planning for the year ahead is an important first step toward successful membership development and toward planning effective membership campaigns. The Executive Committee along with the Membership Chair should use the worksheet at the end of each chapter every year to assess the health of your Unit.

Goals

- Determine the Unit's current membership state
- Establish ambitious, but feasible, membership goals for the upcoming year

Getting Ready

- In advance of this assessment session, the Secretary should ensure the unit roster is accurate
- Fill in any numerical data available on the worksheet
- Choose a meeting date to discuss open-ended questions and set an action plan with your members.
- Let members know when this discussion will take place and give them the worksheet in advance so they can come prepared with ideas.

Guidelines

1. Explain the purpose of the entire membership assessment and encourage members to give input.

2. Have a discussion about possible action plans for developing membership.
3. Complete one master worksheet that includes agreed upon ideas and action plans. This worksheet should be given to the Membership Chair, Secretary and President.

This manual includes guidelines, recruitment strategies, and sample letters/releases. Please use it in conjunction with the Membership Workshop. Add to and adjust these with your own ideas to suit the needs of your community. Your Unit's goal is a big part of our national goal. Let's help the NAACP grow by organizing and conducting the best campaign in the history of your unit!

Planning Guide for NAACP Units

Current Membership

Current number of members: _____

Number of members as of December 1 last year: _____ December 1 5 years ago: _____

Number of male members: _____ Number of female members: _____

Average age of members: _____

Number who have been members for 1-2 years: _____ 2-6 years: _____ 6+ years: _____

Number of members who have directly recruited new members in the previous two years: _____

Does your unit reflect these diversity aspects in your community?:

Profession Community Activism Age Gender Religion Race

Describe your unit's current "new member orientation" program or event:

Describe your unit's education and outreach programs for both new and current members:

What makes this unit attractive to the community and to new members:

What aspects of this unit might make it difficult to recruit new members?

Future Membership

Membership goal for the upcoming year: _____ members by December 31 _____

Our unit has identified the following sources for potential members within the community:

How does the unit plan to achieve its membership goals? *(check all that apply)*

- Develop a retention plan that focuses on community service, activism, and maintaining enthusiasm and participation.
- Ensure that the membership committee is aware of effective recruitment techniques
- Develop a recruitment plan to help the unit better reflect the diversity of community interest/age/etc
- Implement an orientation program for new members
- Create a new member kit/folder that provides information on the NAACP and the work of your local unit
- Assign a mentor to every new member
- Other (please describe): _____

Action Plan:

Chapter 2

Membership

Diversity

Assessment

Don't let the word "diversity" put you off. Diversity is as important to the NAACP as it is to any other organization. Reflect back to the membership assessment worksheet. NAACP membership should be diverse and include diversity in the categories of Profession, level of Community Activism, Age, Gender, Religion and Race. Remember, in order for the NAACP and your local unit to be as effective as possible, we must have members from all walks of life. Remember, our goal is a multi-racial, multi-ethnic, multi-generational NAACP.

Choose a facilitator for this exercise who is comfortable talking about diversity on all levels and is passionate about the need for increased diversity in your unit. You may choose to offer this exercise to just the membership committee, but we encourage you to open it to all members.

Goals

- Gather demographic information on your local community
- Let members know your goal of increasing diversity.

Guidelines

1. Have the facilitator open with a discussion on the value of diverse voices.
2. Distribute the membership diversity worksheet to members in advance of the meeting. The research for the meeting should be done by each member in advance of the meeting. Greater inclusion of all members helps create broader awareness of target areas.
3. Assign members to different groups. The groups should focus on these areas: profession, community activism, age, gender, religion and race. Look at recent census statistics, your local tourism bureau, your local chamber of commerce, etc.
4. Give the group a specific date to meet and discuss their findings.
5. Facilitate a discussion about the findings and their relevance to the unit.
6. Distribute copies of the membership diversity checklist.
7. Collect the checklists and remind all members of their responsibility to recruit new members.

Membership Diversity Worksheet

Year: _____

1. What sources did you use in your search for data on your community's demographics? _____

2. What data did you find for your community as it relates to:

Profession: _____

Community

Activism: _____

Age: _____

Gender: _____

Religion: _____

Race: _____

3. Does this information correspond to the makeup of your unit? _____

4. What piece(s) of information did you find most interesting?: _____

5. What surprised you most?: _____

6. How can your findings be incorporated into a strategic action plan for membership recruitment?: _____

Membership Diversity Checklist

Year: _____

Yes No Not Sure

- | | | | |
|--------------------------|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | The ages of the members in our unit accurately reflect the ages in our community |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | The genders of the members in our unit reflect the genders in our community |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | The religions of the members in our unit reflect the religions in our community |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | The ethnicities of the members in our unit reflect the ethnicities in our community |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | The professions of the members in our unit reflect the professions in our community |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | I believe our unit is diverse |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | I believe our unit needs to continue to diversify |

Please include any comments or suggestions about your unit's diversity:

Chapter 3

Membership Survey

Surveying your members about prospective members they know in the community is just as important as hosting membership drives, membership renewal and membership retention. They all work together to ensure that your unit and the NAACP remain effective and strong. This simple activity can provide your unit with a pool of prospective members who may already be primed for recruitment. Please customize this tool to best suit the needs of your unit and your community.

Goals

- Develop a database or pool of potential members
- Make members aware of their responsibility to introduce and recruit members

Getting Ready

The Membership Chair should choose an appropriate meeting to distribute the worksheet, ensuring that all unit members are present in order to participate. Try to perform this activity toward the start of the year or around the time membership goals have been established or when you receive goal sheets from National.

The Membership Chair should make copies of the survey to distribute to all members and tailor the survey to best suit the needs of your community.

Guidelines

1. The Membership Chair should explain the purpose of the exercise and how it relates to the activities that your unit has already completed.
2. Distribute the survey and give members 20 minutes to complete it.
3. Have the Membership Chair collect the surveys and work with the membership committee to compile a database.

Membership Survey

Your Name: _____ Date _____

Your Phone: _____

Your Email: _____

Consider colleagues, community leaders and acquaintances

Name: _____

Phone: _____

Email: _____

Will you invite this person to a meeting or event? Yes No

If no, would you like an Officer to extend an invitation? Yes No

Name: _____

Phone: _____

Email: _____

Will you invite this person to a meeting or event? Yes No

If no, would you like an Officer to extend an invitation? Yes No

Name: _____

Phone: _____

Email: _____

Will you invite this person to a meeting or event? Yes No

If no, would you like an Officer to extend an invitation? Yes No

Name: _____

Phone: _____

Email: _____

Will you invite this person to a meeting or event? Yes No

If no, would you like an Officer to extend an invitation? Yes No

Name: _____

Phone: _____

Email: _____

Will you invite this person to a meeting or event? Yes No

If no, would you like an Officer to extend an invitation? Yes No

Name: _____

Phone: _____

Email: _____

Will you invite this person to a meeting or event? Yes No

If no, would you like an Officer to extend an invitation? Yes No

Name: _____

Phone: _____

Email: _____

Will you invite this person to a meeting or event? Yes No

If no, would you like an Officer to extend an invitation? Yes No

Name: _____

Phone: _____

Email: _____

Will you invite this person to a meeting or event? Yes No

If no, would you like an Officer to extend an invitation? Yes No

Chapter 4

Retention Model

Retaining members is just as important as recruiting members. Who wants to go through the hard work of recruitment only to lose those recruits after a few years? Even if your unit is recruiting members at the same rate you are losing them, you are only maintaining your membership level; you are not growing your base.

The following exercise is not as complicated as it looks. It is a great tool to help establish a membership retention model.

Goals

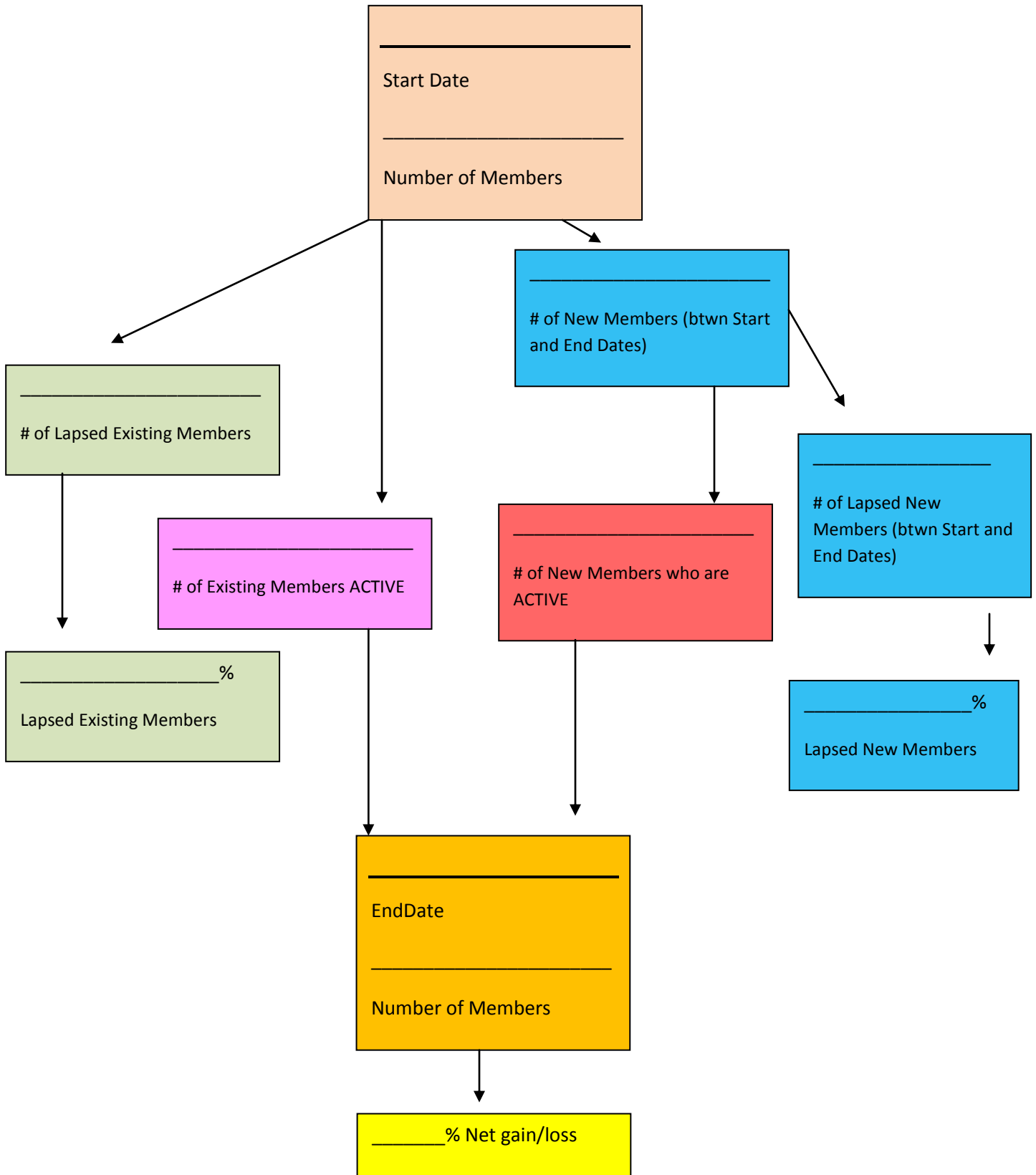
- Determine your unit's ability to retain members. Calculate your unit's net membership gain (or loss).
- Determine your unit's ability to retain members and establish ways to address retention weaknesses and maintain strengths.

Preparation

- The Secretary or President should review membership records and determine whether they provide the information necessary for this exercise.

Procedure

This model is to be completed by the Membership Committee, President and Secretary at a later meeting. All members should be included in a discussion of what the completed model illustrates.



Creating Your Retention Model

1. Establish the time frame you wish to study by entering a **START DATE** in the top box of the retention model and an **END DATE** in the bottom box. (We recommend a time frame between three and five years.)
2. In the **START DATE** box, enter the number of active members who were in the unit on that date.
3. In the **END DATE** box, enter the number of active members who were in the unit on the end date and calculate the ____% **NET GAIN/LOSS** by:

$$\left(\frac{\text{End Date number of members} - \text{Start Date number of members}}{\text{Start Date number of members}} \right) \times 100 = \text{____\% Net gain/loss}$$

4. In the **LAPSED EXISTING MEMBERS** box, enter the number of members who were active on the start date but lapsed before the end date and calculate the ____% **Lapsed Existing Members** by:

$$\left(\frac{\text{Lapsed Existing Members}}{\text{Start Date number of members}} \right) \times 100 = \text{____\% Lapsed Existing Members}$$

5. Calculate the number of **Existing Members ACTIVE** by:

$$\text{Start Date number of members} - \text{Lapsed Existing Members} = \text{Existing Members Active}$$

6. In the **New Members (btwn Start and End Date)** box, enter the number of new members between the start and end date.

7. In the **Lapsed New Members** box, enter the number of new members who lapsed before the end date and calculate the ____% **Lapse New Members** by:

$$\left(\frac{\text{Lapsed New Members}}{\text{New Members}} \right) \times 100 = \text{____\% Lapsed New Members}$$

8. Calculate the **New Members Active** by:

$$\text{New Members} - \text{Lapsed New Members} = \text{New Members ACTIVE}$$

9. Once you know who constitutes your unit's net membership gain or loss, you can begin to identify the unit's retention strengths and weaknesses.

10. Photocopy your completed retention model and take it to a unit membership committee meeting to discuss. Following that discussion, hand our copies of the model to all members and facilitate ad discussion about ways to address weaknesses and maintain strengths.

Chapter 5

Membership

Satisfaction

Questionnaire

Let's be honest, if members are not satisfied, they are not likely to renew their memberships. Simply interviewing current members each year can help you determine your unit's strengths and weaknesses and help determine the satisfaction of your members.

Remaining open to constructive criticism and suggestions helps us build better units and make the NAACP a better organization. Please take the suggestions for improvement seriously and work to implement them as appropriate. Remember, membership is the lifeblood of the NAACP. So it's up to us to keep it pumping.

Goals

- Identify what members like and dislike about your unit.
- Develop an action plan for member engagement that better meets the wants and needs of not only current members, but also your community.

Getting Ready

- Print copies of the questionnaire for all of your unit members.

Guidelines

1. Explain to your members during a meeting, that you will use their responses to the questionnaire to develop your unit's retention strategy. Stress that the questionnaire is anonymous; they should not put their names on it.
2. Hand out the questionnaire and tell members they have 15 minutes to complete it.
3. The Membership Chair should collect the completed surveys and, with the membership committee and/or executive committee, evaluate the responses. If the suggestions warrant changes to your strategies, discuss the types of changes that could be implemented as well as the processes for implementing them.
4. Talk to the members about any changes you intend to implement in response to the questionnaire. **DO NOT VIOLATE THE ANONYMITY OF THE QUESTIONNAIRE.**

Membership Satisfaction Questionnaire

This survey is intended for use by your unit. All members should complete it to help determine member satisfaction. Please return your completed form to the Membership Chair. Please do not write your name on the form. All responses are confidential.

Do you feel welcome in our unit? Yes No

If no, why not? _____

How would you rate the level of our unit's involvement in the following types of activities?

	Excellent	Adequate	Insufficient	Not Aware
Membership Development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Orientation and Education	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fundraising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community Development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

What are 3 action areas that are important to you and reflect the community? (ex. jobs, crime, education)

1) _____
2) _____
3) _____

How would you rate our unit's efforts at addressing those action areas?

Excellent Adequate Insufficient Not Aware

Have you participated in unit sponsored projects and activities? Yes No

If no, why not? _____

Please indicate your involvement in the following:

	Currently Involved	Would like to be involved
Membership Development	<input type="checkbox"/>	<input type="checkbox"/>
Orientation and Education	<input type="checkbox"/>	<input type="checkbox"/>
Community Service	<input type="checkbox"/>	<input type="checkbox"/>
Fundraising	<input type="checkbox"/>	<input type="checkbox"/>
Community Development	<input type="checkbox"/>	<input type="checkbox"/>

How would you rate your level of satisfaction with your participation in activities and projects?

Very Satisfied Satisfied Dissatisfied

If dissatisfied, why? (check all that apply)

- Insufficient Knowledge
- Personality Conflicts
- Lack of quality projects
- Lack of support from other members
- Personal time conflicts
- Other _____

How would you rate the following aspects of our meetings?

	Excellent	Adequate	Insufficient	Not Aware
Amount of NAACP content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Length of time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Level of Organization	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Time for Fellowship	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Networking Opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Is there anything else you would like to see change?

SAMPLES

Letter to Company
Letter to Church
Renewal Letter
Press Release
Telephone Solicitation Script

DATE

John Doe
President
John Doe and Associates
1234 Main Street
Anytown, XY 12345

Dear Mr. Doe,

John Doe and Associates is well known in the community as a leader on social issues and urban upliftment. Your track record of supporting programs for urban youth goes unrivaled and our community is deeply grateful for your continued commitment.

The Anytown Branch of the NAACP is launching an initiative aimed at helping African American youth find meaningful summer volunteer opportunities that also help the community. The initiative is called "Clean Up the Streets" and is geared toward environmental awareness, protection and maintenance.

Working with the Anytown Branch of the NAACP, youth will participate in a structured program lasting 4 weeks during the summer. They will map out neighborhoods in need of attention, learn the community and neighborhood history from historians, and design a "Clean Up" program uniquely tailored to each neighborhood. They will also learn to build community gardens in open lots and fields where appropriate. Included in the program will be a Youth Membership to the NAACP, allowing the students to continue their community education and participation year-round.

The Anytown Branch of the NAACP is currently looking for sponsors to subsidize the cost of the program, and in particular, subsidize the cost of 200 Youth memberships to the NAACP. I write you today to request that John Doe and Associates make a donation of \$5,000 to the Anytown Branch of the NAACP in support of the "Clean Up the Streets" Program and the Anytown Branch of the NAACP. Your support will ensure that these students have an opportunity to continue their engagement with the community through the summer and throughout the year.

I thank you for your consideration and look forward to hearing from you soon regarding this wonderful opportunity to work with the youth in our community.

Sincerely,

Jane Anyperson
President
Anytown Branch
NAACP

DATE

Rev. John Doe
Anytown Church
4321 Main Street
Anytown, ZY 12345

Dear Rev. Doe,

The Church and the NAACP have a deep historical bond – one that has helped our people overcome adversity in the past and rise to great levels in the present. Over the years, the NAACP’s relationship with the church has grown. We have marched together, petitioned together and fought together for equality for all people. And we both recognize that our struggles for equal education, equal healthcare and equal opportunities are far from over.

We write today to ask that you continue the Church’s involvement with the NAACP by having Anytown Church participate in “NAACP 4th Sunday”. Many of your members, including Mrs. and Mr. Johnson, are members of the NAACP and would love to partner with your church in spreading the message of equality and faith.

“NAACP 4th Sundays” would ideally include a moment in service for a member in Anytown Church who is a member of the NAACP to speak to the congregation about the benefits of supporting the nation’s oldest and most successful civil rights organization, as well as a call to membership and activism with the NAACP. We would also like to include membership applications in the bulletins for that Sunday as well.

We welcome the opportunity for input from you regarding the presentation of “NAACP 4th Sundays” and look forward to continuing the long held relationship between the NAACP and Anytown Church.

Your brother and sister in faith,

Charles Anyman
President
Anytown Branch
NAACP

Betsy Anyperson
Faith Committee Chair
Anytown Branch
NAACP

FOR IMMEDIATE RELEASE

Contact: Jane Doe
President
Anytown Branch, NAACP
(555)555-5555

January 21, 2012

Anytown, ZY – The Anytown Branch of the NAACP is launching a new initiative aimed at empowering youth to contribute to the environmental health of their communities. The new program, called “Clean Up the Streets” is a 4 week summer program for Anytown youth. The program will consist of community education, lectures by area historians on neighborhood history, community clean up (trash and litter pick up) and community garden education and implementation. The program also grants the participants and year-long youth membership in the NAACP, allowing them to continue their civic engagement and improvements with the nation’s oldest and most successful civil rights organization.

“Clean Up the Streets” has received generous funding and support from John Doe and Associates, an Anytown leader in issues related to urban communities and youth, as well as Charles Doe and Brothers Construction and Doe Gardens.

The program runs 5 days a week, starting July 23, 2012 and ending August 17, 2012. During this time period, participants will work closely with community leaders, historians, the local university and the neighborhoods targeted for involvement. Youth participants will work with NAACP mentors to map out neighborhood targets for clean up as well as targets for historical reference.

Upon hearing of this new initiative, Anytown Mayor, Michael Doe said, “I commend the Anytown NAACP Branch for creating this program. Not only does it empower our youth to get active in caring about the community, but it will teach them our city’s history. With such positivity, I can just imagine the great things to come from their memberships in the NAACP.”

To learn more about this program, learn how to contribute or to enroll, please visit the Anytown NAACP Branch website at www.anytownnaacp.org or call (555)555-5555.

Good morning/afternoon/evening. May I speak with _____?

Hello, _____. I am _____ with the Anytown NAACP Branch. The Anytown Branch of the NAACP has been a leader among NAACP branches in _____, _____ and _____. Our branch added _____ voters to the voting rolls this year and we monitored revenue sharing funds granted to the city. Also, our branch placed _____ youth in summer employment. We are extremely active in Anytown and do our part to not only make the city a better place, but to also uplift the African American community.

I'm calling today to ask you to support the efforts of the Anytown NAACP by becoming a member. Can I sign you up to become a member today?

There are several levels of membership. You can join today and become a lifetime member for just \$750 and pay only \$75 each year for 10 years. If you have children, please consider signing them up for a membership and a subscription to The Crisis Magazine for just \$15.

May I sign you up today?

Thank you so much for your support and for joining the NAACP! Your membership helps us reach our ultimate goal of a nation free of racial inequality and 100% equality. You should receive your membership materials within 15 days.

Again, thank you so much for standing up for civil rights and community upliftment.

(if they decline being signed up on the spot, ask this line of questions)

May I send you membership materials as well as information on how your membership will help both you and the NAACP reach our shared goals of equality? I can send it via email or via snail mail.

Thank you so much and I hope you do become a member of the NAACP.

Date

Jan Doe
123 Main Street
Anytown, ZY 12345

Dear Jan,

In the final hours of Troy Davis' life, shortly before witnessing his execution for a crime he did not commit, I made him a solemn promise.

I told Troy that his death would not be in vain, that his memory would live on in the hearts of all NAACP members, and that we would never let up on our fight to end the death penalty so no other innocent would ever suffer this tragic, unjust fate.

It was a promise I meant with every fiber of my being. But I realized it was one I could not keep without the help of dedicated NAACP members like you.

That is why I am writing today to remind you of the vital importance of renewing your NAACP membership.

If you recently mailed your membership dues in response to one of my earlier requests, I hope you will forgive this reminder and accept my deep thanks for once again demonstrating your commitment to the NAACP's equality mission. If you have not yet renewed, however, I urge you to do so today.

Whether you choose to renew at your current \$30 membership or step up to the next level, it is essential for you to remain an active and engaged member of the NAACP because our work is far from done.

...

The NAACP knows what it will take to solve those problems and others plaguing our brothers and sisters of all ages. We have the experience – gained over more than a century of championing civil rights – as well as the passion it will take to get the job done.

But what we need most of all is your support.

Yes, the NAACP's agenda is a full one. I trust you would expect nothing less from us, and I know we must find a way to rise to every challenge.

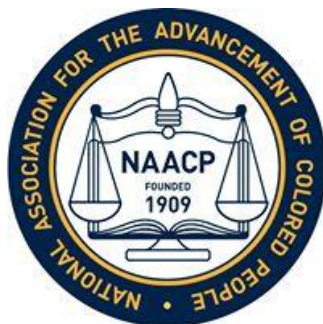
...

Please confirm that you will be fighting alongside me and everyone else here at the NAACP by renewing your annual membership right away.

...

Sincerely,

John Doe
President



National Association for the Advancement of Colored People
4805 Mount Hope Drive
Baltimore, MD 21215