



NATIONAL MEMBERSHIP DRIVE  
**reach for ncnw**

**2019-2021 NCNW CAMPAIGN**

National Council of Negro Women, Inc.  
National Headquarters  
Dorothy I. Height Building  
633 Pennsylvania Avenue, NW  
Washington, DC 20004

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Events consist of the following:

- Campaign Launch- Thursday, November 21, 2019
- Dr. Bethune's Birthday- Friday, July 10, 2020
- Founder's Day Celebration- December 5-8, 2020
- Black History Month- February 2021
- Women's History Month- March 2021
- Dr. Height's Birthday- Wednesday, March 24, 2021
- Dr. Bethune's Birthday- Saturday, July 10, 2021

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Each month one target objective will be highlighted:

- September 2020: R-Restore
- October 2020: E-Empower
- November 2020: A-Advocate
- December 2020: C-Commit
- January 2021: H-Honor

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## SECTION 1: CAMPAIGN

National Council of Negro Women, Inc. (NCNW) is a membership based organization that depends on an actively engaged membership to carry out the initiatives relevant to improving the quality of life for people of the African descent, their families, and communities. The National Membership Drive entitled “R.E.A.C.H. for NCNW” will work to achieve the following:

- Enhance engagement within all Section levels in the organization
- Encourage collegiate members to transition to community-based sections
- Create initiatives to encourage increased participation of young women/millennials
- Recruit 6,000 new & reclaimed members

### ▶ WHAT IS R.E.A.C.H.?

The acronym “R.E.A.C.H.” identifies the pillars of the campaign that are outlined within the goals and will be used throughout the year:

- R- Restore “to bring back”
- E- Empower “to enable or authorize”
- A- Advocate “to speak for or support”
- C- Commit “to pledge”
- H- Honor “to pay homage”

## SECTION 2: CAMPAIGN EVENTS

The National Membership Drive Campaign launched on November 21, 2019 and will culminate on July 31, 2021. Sections are asked to increase membership efforts to recruit new members, focus on the retention of members, and promote R.E.A.C.H. events and initiatives. During this time period, the following will be implemented to remain engaged.

### ► DR. BETHUNE'S BIRTHDAY | FRIDAY, JULY 10, 2020

Let's celebrate the life and accomplishments of Dr. Mary McLeod Bethune the founder of NCNW. We are asking Sections to include activities to honor Dr. Bethune on this day or throughout the week. Wear yellow and white pearls in honor of Dr. Bethune!

IDEAS:

- Host a virtual meet-up to introduce NCNW to potential members
- Donate ice cream to a shelter for kids or food to a food bank
- Virtually share Dr. Bethune's Last Will and Testament
- Social Media Campaign: Showcase new members, share information on Dr. Bethune, and post members wearing yellow and pearls

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Share your photos on social media and use the hashtags: #ReachForNCNW, #NCNWmarysday, #NCNW1935, #NCNWstrong and #NCNWbethune

### ► FOUNDER'S DAY CELEBRATION | DECEMBER 4-6, 2020

NCNW will celebrate its 85th year of existence this year on December 5th. All sections are asked to commemorate Founder's Day by acknowledging the day from Friday, December 4 to Sunday, December 6, 2020.

IDEAS:

- Attend a virtual Worship Service as a Section together and share information about NCNW
- Host a virtual event to share information about the life and accomplishments of Dr. Mary McLeod Bethune
- Virtual read-a-thon for youth with books about Dr. Mary McLeod Bethune
- Paint with a Purpose, host a virtual paint night

## Section 2: Campaign Events *(continued)*

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Share your photos on social media and use the hashtags: #ReachForNCNW, #NCNWfoundersday, #NCNW1935, #NCNWstrong and #NCNWbethune

### ▶ **BLACK HISTORY MONTH | FEBRUARY 2021**

As February is the month the nation celebrates the culture and contributions of Black Americans and the African diaspora, we would like to make sure NCNW is included in these conversations. Within your section celebrations, be sure to highlight the contributions of people of color who have been advocates for change and supporters of NCNW. NCNW has honored many legends at the Uncommon Height Gala, and the recipients have received the Crystal Stair Award.

AWARD WINNERS *(PARTIAL LIST)*:

- Oprah Winfrey
- Cathy Hughes
- Maya Angelou
- Cicely Tyson
- Quincy Jones
- Sidney Poitier
- John Lewis
- Marian Wright Edelman
- Susan Taylor

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Share your photos on social media and use the hashtags: #ReachForNCNW, #NCNWblackhistory, #NCNW1935, #NCNWstrong and #NCNW365days

### ▶ **WOMEN'S HISTORY MONTH | MARCH 2021**

March is the month the nation celebrates the contributions of women to society. To ensure that NCNW is included in these conversations, within your section celebrations be sure to highlight the National Presidents of NCNW and their contributions.

NCNW NATIONAL PRESIDENTS:

- Dr. Mary McLeod Bethune: 1935-1949
- Dorothy Boulding Ferebee: 1949-1953
- Vivian Carter Mason: 1953-1957
- Dr. Dorothy Irene Height: 1957-2010
- Dr. Barbara L. Shaw: 2010-2012
- Ingrid Saunders Jones: 2012-2018
- Dr. Johnnetta Betsch Cole: 2018-Current

## Section 2: Campaign Events *(continued)*

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Share your photos on social media and use the hashtags: #ReachForNCNW, #NCNWwomenshistory, #NCNW1935, #NCNWstrong and #NCNWherstory

### ▶ **DR. HEIGHT'S BIRTHDAY | WEDNESDAY, MARCH 24, 2021**

Let's celebrate the life and accomplishments of Dr. Dorothy Irene Height the 4th president of NCNW as she served the organization for 53 years. We are asking Sections to include activities to honor Dr. Height on this day or throughout the week.

IDEAS:

- Host a tea or event to wear hats
- Visit a nursing home or hospital
- Donate books to a local school
- Volunteer at soup kitchen/pantry

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Share your photos on social media and use the hashtags: #ReachForNCNW, #NCNWheight, #NCNW1935, #NCNWstrong and #NCNWdrheightday

### ▶ **DR. BETHUNE'S BIRTHDAY | SATURDAY, JULY 10, 2021**

Let's celebrate the life and accomplishments of Dr. Mary McLeod Bethune the founder of NCNW. We are asking Sections to include activities to honor Dr. Bethune on this day or throughout the week. It has been customary to wear yellow!

IDEAS:

- Meet at a park for an activity
- Host a Bethune stamp event
- Donate ice cream to a summer program
- Volunteer at a women's shelter

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Share your photos on social media and use the hashtags: #ReachForNCNW, #NCNWmarysday, #NCNW1935, #NCNWstrong and #NCNWbethune

## SECTION 3: HOW TO R.E.A.C.H.

Each month the sections will actively work on one of the pillars to recruit potential members, and focus on engaging young women/millennials to join the community-based sections.

### ▶ SEPTEMBER 2020: R-RESTORE

**R-Restore “to bring back”:** Time to take a look at the old section rosters and reach out to the members that have not been to meetings lately or have health ailments that prevent them from attending meetings.

IDEAS:

- “We Are Our Sisters’ Keepers,” send past members post cards, emails and/or personal phone calls
- Host a virtual event and invite inactive members
- Raffle or sponsor an inactive member’s membership dues to reengage

**Focus on Intergenerational/Young Women/Millennials Engagement:** Time for some self-care! Love on yourself and others around you. Setup a virtual brunch or movie night, where ladies can come together and enjoy each other’s company in a relaxed atmosphere. During this time everyone makes a pledge of something they will do to show themselves appreciation, and report back the following month.

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Share your photos on social media and use the hashtags: #ReachForNCNW, #NCNW1935 and #NCNWstrong

### ▶ OCTOBER 2020: E-EMPOWER

**E-Empower “to enable or authorize”:** Let’s empower one another during the month by having each member shadow or work on committees they have never participated in. We must prepare leaders for the future by transferring the knowledge and sharing the experiences. Members will be exposed to new opportunities and explore potential new candidates for future elections.

**Focus on Intergenerational/Young Women/Millennials Engagement:** Our power! Find a black-owned business in your community, that your section can support. Encourage family and friends to patron the business and post photos on social media. It’s important that we recognize our power as a collective and what we can do together.

## Section 3: How to R.E.A.C.H. (continued)

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Share your photos on social media and use the hashtags: #ReachForNCNW, #NCNW1935 and #NCNWstrong

### ▶ NOVEMBER 2020: A-ADVOCATE

**A-Advocate “to speak for or support”:** Take a look at your community and figure out what you can do to advocate for something to change. It can be small such planting a tree, or attending school board meetings.

**Focus on Intergenerational/Young Women/Millennials Engagement:**

#BlackGirlMagic: Highlight the power of black women and the love for our beautiful brown skin. Encourage everyone to highlight an influential woman in the media and reflect on their contribution to moving our culture forward.

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Share your photos on social media and use the hashtags: #ReachForNCNW, #NCNW1935 and #NCNWstrong

### ▶ DECEMBER 2020: C-COMMIT

**C-Commit “to pledge”:** As proud members of NCNW, we each should take a pledge to reengage with NCNW by doing something we haven't done before or haven't done in a while. Post your pledge on Founder's Day, December 5, 2020 on social media use the hashtag #NCNWpledge

**Focus on Intergenerational/Young Women/Millennials Engagement:** Self-portraits...explore the arts. Arrange for your section to share their favorite art piece or view a virtual exhibit focused on women, or host a virtual paint & sip. Allow the arts to showcase the beauty of women from their body to their mind as we have so much to offer.

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Share your photos on social media and use the hashtags: #ReachForNCNW, #NCNW1935 and #NCNWstrong

## ▶ JANUARY 2021: H-HONOR

**H-Honor “to pay homage”:** Let's not forget those who have paved the path for us to move forward. Take this time to honor women in your section that have served from more than 5 years, 10 years, 15 years, 20 years, and 25+ years. The member with the highest number of years of service should be recognized at your meeting and able to tell HerStory! The passing of information from generation to generation is critical to not forgetting our past. Post your photo on social media of your recognized member with the hashtag #NCNWherstory

**Focus on Intergenerational/Young Women/Millennials Engagement:** Host a virtual vision party! As January is the start of a new year! Start the year focused and clear on developing your yearly goals. Vision boards are visual representations of your written goals. All you need is some old magazines, construction paper or cardstock, glue and scissors, then let your mind visually your goals through photos and words.

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Share your photos on social media and use the hashtags: #ReachForNCNW, #NCNW1935 and #NCNWstrong

## SECTION 4: PR AND MARKETING

To increase the visibility of the National Membership Drive “R.E.A.C.H. for NCNW” campaign, we must spread the word! Try to get a tv/radio station or newspaper on board as a sponsor. Invite members of the media to be on a committee, or to host your event which increases the possibility of news coverage. All states and sections should try to participate in the following methods:

### ▶ TV AND RADIO

- Prepare 15 and 30 second spots for Public Service Announcements (PSA) to run on local radio stations.
- Nonprofit organizations with a 501c.3 tax status qualify for free PSAs on TV and radio stations. The Federal Communications Commission rules that a certain amount of a radio station’s airtime needs to be devoted to nonprofits. Get to know the Public Affairs Director for the station.
- Remember hundreds of nonprofits seek to get PSAs on and so it is important to send your PSA in early, at least two months before your event.
- TV and radio stations have public affairs shows that normally air on the weekend. Request an appearance on a show, ask for the link to the show, and when it airs, share it on social media to maximize the coverage.

### ▶ BILLBOARDS

- Billboard companies provide free ad spaces to nonprofits as well. It is easier to get an ad on electronic billboards rather than the traditional vinyl/print. The billboard company will provide you with the specs and your graphic artist would design the content for the billboard. Also keep in mind bus bench and transit shelter ads in your area to promote your activities.

### ▶ PRINT MEDIA

- Send press releases and media advisories to newspapers and magazines, also include photos. Some publications will run a small ad at no charge as well.

### ▶ SOCIAL MEDIA

- Utilize social media. Share your events on Facebook, Instagram and Twitter to reach thousands in one post. Boosting a post is easy and economical and allows you to reach even more people.

## SECTION 5: STATE COMPETITION

Sections are encouraged to recruit new members and reclaim inactive members through a state competition that will take place over the course of the two years. The time-frame will be from September 1, 2019 to July 31, 2021.

STATE COMPETITION CATEGORIES (NUMBER OF MEMBERS)			
Greater than 1,000	Greater than 500	Greater than 100	Less than 100
<ul style="list-style-type: none"> <li>California</li> <li>Florida</li> <li>Georgia</li> <li>Maryland</li> <li>New Jersey</li> <li>New York</li> <li>North Carolina</li> <li>Texas</li> </ul>	<ul style="list-style-type: none"> <li>Illinois</li> <li>Mississippi</li> <li>Ohio</li> <li>Pennsylvania</li> <li>South Carolina</li> <li>Virginia</li> <li>Washington, D.C.</li> </ul>	<ul style="list-style-type: none"> <li>Alabama</li> <li>Connecticut</li> <li>Indiana</li> <li>Louisiana</li> <li>Michigan</li> <li>Missouri</li> <li>Tennessee</li> </ul>	<ul style="list-style-type: none"> <li>Arizona</li> <li>Colorado</li> <li>Delaware</li> <li>Kentucky</li> <li>Massachusetts</li> <li>Nebraska</li> <li>New Mexico</li> <li>Oklahoma</li> <li>Oregon</li> <li>Washington</li> </ul>

Awards would be given for the following at the NCNW National Affiliates Assembly in the fall of 2021:

- Greater than 1,000 members (1st, 2nd and 3rd place)
- Greater than 500 members (1st, 2nd and 3rd place)
- Greater than 100 members (1st, 2nd and 3rd place)
- Less than 100 members (1st, 2nd and 3rd place)

### ► PROTOCOL FOR SUBMISSION

Ways new and reclaimed members are obtained for the campaign:

1. Online via the National Website

- Member goes to [ncnw.org](http://ncnw.org) to pay their national membership

## Section 5: State Competition *(continued)*

- Sections or State Conveners should obtain copies of the email verifications sent by the National Office as their members make their payments online.
2. Paper application mailed to National Headquarters.
    - Sections or State Conveners should submit applications to National Office via mail with tracking and maintain copies of all applications submitted.
  3. Forming a new Section. The membership count would be determined by the number of members in the new section.
    - Community-based Sections in urban, suburban or rural areas
    - Life Member/Legacy Life Guilds
    - Campus-based Sections at accredited colleges and universities
    - Youth Sections

### ► **NATIONAL HEADQUARTERS VERIFICATION**

National Membership Office would validate the new and reclaimed member applications, clear payment and report membership numbers to the Membership Co-Chairs.

All new and reclaimed members validated by the National Membership Office will be reported to the Membership Drive Committee and updates will be announced throughout the competition.

# CAMPAIGN COMMITTEE MEMBERS

## ▶ LOIS KEITH, NATIONAL MEMBERSHIP CO-CHAIR

## ▶ DIANE LARCHÉ, NATIONAL MEMBERSHIP CO-CHAIR é

- Alanna Pierce
- Alma King
- Andrea Casey
- Arianna Brazier
- Arion Jamerson
- Arnetta Mack
- Carol Prewitt
- Cecelia Webb
- Deborah Tucker
- Deborah Woods
- Diane Spencer
- Gina Jackson
- Jan House
- Janice Taylor
- Jasmine Davis
- Jean Kennedy
- Johnnie Durden
- Karen Dilligard
- Kristen Pough
- Latisha Hazell
- Laura Richardson
- Loretta Gray
- Marnisha Mintflow
- Martha Hancock-Carter
- Nekesha Batty
- Patricia Montgomery
- Paula McCraney
- Olivia V. Smith
- Regina Majors
- Sandra Gipson
- Sandra Young
- Sarah Dean
- Sarah Denton
- Sharone Glasco
- Tee Solomon
- Thelma Bruce
- Tracey Nance
- Willease Williams
- Viv Ewing

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**National Council of Negro Women, Inc.**  
**Dr. Johnnetta Betsch Cole, National President**

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### QUESTIONS?

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