NATIONAL MEMBERSHIP REPORT

• 298 SECTIONS TOTAL
• 173 Community-Based Sections
• 11 Life Member Guilds
• 82 Collegiate Sections
• 32 Youth Sections

*As of March 2020
NEW SECTIONS CHARTERED

• Brevard County (Florida)
• Gwinnett County (Georgia)
• Minnie H. Goodlow Page-Youth (Texas)
• North Fulton (Georgia)
• Shippensburg University (Pennsylvania)
• Volusia/Seminole County (Florida)

*As of March 2020
NEW INTEREST GROUPS

• North West Georgia (Douglas, Carroll & Paulding Counties), 180 Charter Members & 10 Life Members
• Delaware Valley, Pennsylvania (Suburban Philadelphia), 150 Charter Members
• Charles County, Maryland
• Claflin University, South Carolina
• South Carolina State University
• Albany State University, Georgia

*As of March 2020
NEW INTEREST GROUPS

- Montgomery, Alabama
- Birmingham, Alabama
- Macon, Georgia
- Orangeburg, South Carolina
- Laurens Life Member Guild, South Carolina
- State of Pennsylvania
- State of Florida

*As of March 2020
NATIONAL MEMBERSHIP DRIVE
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TOOLKIT LAUNCH • JULY 8, 2020
COMMITTEE STATISTICS

• 40+ NCNW Members
• National, State and Section Leaders

- Alabama (Camden)
- California (Oakland, Sacramento & Southern Area)
- Colorado (Denver)
- Florida (Tampa, Broward County, Miami Dade County & St. Petersburg)
- Georgia (Atlanta, DeKalb & Valdosta)
- Illinois (Chicago)
- Indiana (Indianapolis)
- Kentucky (Louisville)
- Louisiana (New Orleans)
- Michigan (Detroit)
- Mississippi (Valley Area)
- Nebraska (Omaha)
- New Jersey (Montclair)
- New Mexico (Albuquerque)
- New York (Manhattan)
- North Carolina (Greenville)
- Ohio (Cincinnati, Cleveland & Dayton)
- Pennsylvania (Philadelphia & Pittsburgh)
- South Carolina (Columbia)
- Virginia (Norfolk & Richmond)
- Washington (Seattle)
COMMITTEE MEMBERS

• Lois Keith, National Membership Co-Chair
• Diane Larché, National Membership Co-Chair

• Alana 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 Mintlow
• Martha Hancock-Carter
• Nekesha Batty
• Patricia Montgomery
• Paula McCraney
• Olivia V. Smith
• Regina Majors
• Sandra Gipson
• Sandra Young
• Sarah Dean
• Sharah Denton
• Sharone Glasco
• Tee Solomon
• Thelma Bruce
• Tracey Nance
• Willease Williams
• Viv Ewing

#ReachForNCNW
WHAT IS R.E.A.C.H.?

• The National Membership Drive Campaign will run until July 31, 2021 to encourage Sections to recruit new members, focus on the retention of members, and promote REACH events and initiatives during this time period.
WHAT IS R.E.A.C.H.?

“R.E.A.C.H.” will target the following objectives:

- **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”
THE GOALS OF R.E.A.C.H.

• 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
TOOLKIT LAUNCH • JULY 8, 2020

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NATIONAL MEMBERSHIP DRIVE

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TOOLKIT LAUNCH • JULY 8, 2020
SECTION 2

CAMPAIGN EVENTS

• Dr. Bethune’s Birthday: Friday, July 10, 2020
• Wear yellow & 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
SECTION 2
CAMPAIGN EVENTS

• Founder’s Day Celebration: December 4-6, 2020
• NCNW will celebrate its 85th anniversary this year

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
CAMPAIGN EVENTS

• Black History Month: February 2021
• Highlight the contributions of people of color who have been advocates for change & supporters of NCNW

UNCOMMON HEIGHT GALA
Crystal Stair Award Winners (partial list):

• Oprah Winfrey
• Cicely Tyson
• John Lewis
• Cathy Hughes
• Quincy Jones
• Marian Wright Edelman
• Maya Angelou
• Sidney Poitier
• Susan Taylor
SECTION 2
CAMPAIGN EVENTS

• Women’s History Month: March 2021
• 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

• Dr. Height’s Birthday: Wednesday, March 24, 2021
• Include activities to honor Dr. Height

IDEAS:
• Host a tea or event to wear hats
• Donate books to a local school
• Visit a nursing home or hospital
• Volunteer at soup kitchen/pantry
CAMPAIGN EVENTS

- Dr. Bethune’s Birthday: Saturday, July 10, 2021
- Wear yellow & white pearls in honor of Dr. Bethune

IDEAS:

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

reach for ncnw

Toolkit Launch • July 8, 2020
SECTION 3

HOW TO R.E.A.C.H.

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
HOW TO R.E.A.C.H

• September 2020: R- Restore
• Reach out to the members that have not been attending meetings.

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

Focus on Intergenerational/Young Women/Millennials Engagement:
• Setup a virtual brunch or movie night, where ladies can come together and enjoy each other’s company in a relaxed atmosphere.
HOW TO R.E.A.C.H

• October 2020: E- Empower
• Have each member shadow or work on committees they have never participated in to build leaders for the future by transferring the knowledge.

IDEAS:

Focus on Intergenerational/Young Women/Millennials Engagement:
• Find a black-owned business in your community, that your section can support. Encourage family and friends to patron the business.
HOW TO R.E.A.C.H

• November 2020: A- Advocate
• 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.

IDEAS:

Focus on Intergenerational/Young Women/Millennials Engagement:
• #BlackGirlMagic: Highlight an influential woman in the media and reflect on their contributions.
HOW TO R.E.A.C.H

• December 2020: C- Commit
• Take a pledge to reengage with NCNW by doing something we haven’t done before or in a while. Post your pledge on Founder’s Day, December 5th.

IDEAS:

Focus on Intergenerational/Young Women/Millennials Engagement:
• Explore the Art: share your favorite art piece or view a virtual exhibit focused on women, or host a virtual paint & sip.
HOW TO R.E.A.C.H

• January 2021: H- Honor

• 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 highest number of years will share HerStory!

IDEAS:

Focus on Intergenerational/Young Women/Millennials Engagement:
• January is the start of a new year, host a virtual vision party!
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NATIONAL MEMBERSHIP DRIVE

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TV & 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.

• Send your PSA at least two months before your event.

• TV and radio stations have public affairs shows that normally air on the weekend.
Billboards

- Billboard companies provide free ad spaces to nonprofits.
- It is easier to get an ad on electronic billboards rather than the traditional vinyl/print.
- Promote your activities also using bus bench and transit shelter ads in your area.
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.
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.
NATIONAL MEMBERSHIP DRIVE
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TOOLKIT LAUNCH • JULY 8, 2020
STATE MEMBERSHIP COMPETITION

Sections are encouraged to recruit new members and reclaim inactive members through a state competition until July 31, 2021.

Ways new and reclaimed members are obtained for the campaign:
- Online via the National Website
- Paper application mailed to National
- Formation of a New Section
## SECTION 5
### STATE MEMBERSHIP COMPETITION

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STATE MEMBERSHIP COMPETITION

• Awards would be given for the following at the NCNW National Affiliates Assembly in 2021:
  o Greater than 1,000 members (1st, 2nd & 3rd place)
  o Greater than 500 members (1st, 2nd & 3rd place)
  o Greater than 100 members (1st, 2nd & 3rd place)
  o Less than 100 members (1st, 2nd & 3rd place)
NEXT STEPS:

R.E.A.C.H. for NCNW Campaign

• Step 1: Download the Toolkit
• Step 2: Meet with your section and set your membership goal
• Step 3: Plan and execute the events and initiatives from the toolkit
• Step 4: Share and post on social media
• Step 5: Send your report to the committee
MEMBERSHIP CATEGORIES

• Youth Members (Middle & High School): $5
• Collegiate Members (Students): $10
• Annual Members (Women): $50
• Associate Members (Men): $50
• Advocate Members: $75
  (Includes Dorothy I. Height DVD)
JOIN TODAY:

MEMBERSHIP CATEGORIES

• Leadership Circle Members: $150
  (Includes The Life and Surprising Times of Dr. Dorothy Height DVD)

• Life Members (Women): $500

• Associate Life Members (Men): $500

• Group Life Members (Organizations): $750

• Legacy Life Members (Women): $1,000

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THANK YOU FOR PARTICIPATING!

NATIONAL MEMBERSHIP DRIVE

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