



# RISE UP: THE NEXT GENERATION OF ADVOCACY

# RISE UP OVERVIEW

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# CAMPAIGN OVERVIEW

The Youth & College Division will launch the **RISE UP** membership campaign. **August 31 - December 8, 2023**, to increase the total membership to **30,000**. The division will achieve this goal, ensuring **each active unit has a 50% surplus of the minimum** compliant membership and utilizing the **5Rs** of the Rise Up membership campaign.



# PEOPLE. POWER. PROGRESS.

## RECRUIT (UNITS)

DECEMBER 2023

**30K**

YOUTH & COLLEGE  
MEMBERS

SEPTEMBER 2023

**125**

RISE UP CHAMPIONS

## MEMBERSHIP MILESTONES

- BRONZE : 40 - 55
- SILVER: 56 - 81
- GOLD 82 - 119
- BLACK: 120 +

VIA MEMBERSHIP PORTAL

## REWARD (Unit Achievement)

RECRUITMENT  
KIT

UNIT OF THE  
WEEK  
/MONTH

TBA DEC 2023

# CAMPAIGN GOALS

- Increased youth & college total membership to **30,000** (5R's)
- Identify **125 Rise up Champions** & roles as outlined in campaign
- **Distribute NAACP Material** and promote campaigns and local issues to solicit membership
- Unit recruit and renew **40 memberships** starting **August 1, 2023** until **December 8**
- Ensure every Rise up Champion has access to **Salesforce** and a **unit associated email**

# CAMPAIGN GUIDELINES

## QUIPTELVINES

### THE LAW

- Membership committee led initiative
- All roles must be identified
- Be creative and innovative when recruiting membership
- Be a great ambassador of the NAACP

### WHAT WE NEED FROM YOU

- 1 It is **MANDATORY** to take & post as many **PHOTOS** and **VIDEOS**
- 2 **SUBMIT POST & PRE Membership drive forms.**
- 3 **KEEP RECORD** of new/renewal membership
- 4 **GAIN** access to **SALESFORCE** and a **unit associated email**

# RISE UP CHAMPIONS

roles

## CAMPAIGN COORDINATOR

MEMBERSHIP COMMITTEE CHAIR

- COMMUNICATING PLANS GOAL AND ACTIVITIES TO THE EXECUTIVE COMMITTEE FOR APPROVAL
- ENSURE UNIT SUCCESSFUL IMPLEMENTATION OF THE MEMBERSHIP CAMPAIGN AND PROGRAMS
- ENSURE ALL MEMBER STAKEHOLDERS HAVE NO MORE THAN ONE ROLE

## RECRUITING COORDINATORS (7+)

GENERAL MEMBERSHIP

- LEAD CLASS RAPS AND TABLING COORDINATION
- WALK MEMBERS THROUGH THE PROCESS OF RENEWING/NEW MEMBERSHIP THROUGH NAACP.ORG
- MUST BE THE MOST KNOWLEDGEABLE OF NAACP AND MEMBERSHIP CAMPAIGN

## MEMBERSHIP SPECIALIST (3)

MEMBERSHIP COMMITTEE CHAIR

- KEEP RECORD OF NEW/RENEWAL MEMBERSHIP
- MEASURE EFFECTIVENESS OF EACH MEMBERSHIP PROGRAM
- SUBMIT POST MEMBERSHIP DRIVE REPORT GAIN ACCESS TO SALESFORCE

# RISE UP CHAMPIONS

## COMMUNICATIONS TEAM (5+)

### PRESS & PUBLICITY COMMITTEE)

- TAKE & POST AS MANY PHOTOS AND VIDEOS AS POSSIBLE
- DIRECT FOLLOWERS TO LINK OF ACTION
- CREATE FLIER/ VIDEOS FOR PROMOTION OF MEMBERSHIP
- PROMOTE AND RECRUIT COMMUNITY TO ATTEND NAACP/MEMBERSHIP EVENTS

## NAACP AMBASSADORS (2-4)

- RESPONSIBLE FOR PROVIDING SWAG / GIFTS / MEMBERSHIP LITERATURE TO NEW MEMBERS
- LEAD CHANTS DURING TABLING/PROGRAMS
- KNOWLEDGEABLE OF NAACP MEMBERSHIP AND STRUCTURE

## BECOME A RISE UP CHAMPION

### Sign Up Your Squad

- [bit.ly/RiseUpChampion](https://bit.ly/RiseUpChampion)

Deadline: **September 15**

ROLES



# MEMBERSHIP RECRUITMENT TACTICS

PEOPLE

- **Tabling - Organization / Community Fairs - Youth Rec. Events**
  - Curating an organizational “pop up” equipped with resources, marketing materials, swagg and electronic devices to aid in the onboarding of potential members.
- **Class/Event Raps**
  - Sharing elevator pitch to classrooms about membership campaign or upcoming events
  - Correlation between major and committees (College)
- **Community / Campus - Dorm Storms**
  - Flooding campus and on-campus housing with NAACP marketing materials

# MEMBERSHIP RECRUITMENT TACTICS

POWER

- **Host a Hump Day**
  - Host a Mid-Week “pick me up” to help potential members through the week while providing a membership incentives, resources & materials.
- **Activity tied with membership (Skate night, Swagg, Food Platters, Talent show)**
  - Creating an activity that directly ties into the payment of membership for all who attend and participate.
- **1:1 Follow Ups**
  - Individual meetings with potential members on the fence about joining

# DIGITAL RECRUITMENT TACTICS

PROGRESS

- **Application Strategist**

- Taking advantage of every function the app has to offer. Using bios for hyperlinks, hashtags, story/shorts, going live, interacting with peers, tagging members, and posting frequently.

- **Content Creation**

- Create various forms of digital material, such as articles, videos, images, infographics, PSA's, interviews and more, with the intent of engaging and informing your target audience.

- **Social Network**

- Work with social influencers within your local areas to help promote events and socialize the membership campaign.

# MEMBERSHIP RECRUITMENT KIT

## SO WHATS THE GOODIES?

- NAACP T-Shirts
- NAACP Bottles
- Wristbands
- NAACP Overview
- Posters
- Recruitment Talking Point

**WE ARE  
NAACP**

**WE ARE  
BLACK +  
THRIVING**  
NAACP

**WE ARE  
TRUTH  
TELLERS**  
NAACP

SCAN TO JOIN  
THE MOVEMENT



NAACP



# MEMBERSHIP RECRUITMENT KIT

## HOW CAN I GET A KIT?

- Recruitment Kit Order Form

- <https://bit.ly/RecruitmentKit>

- **1 Kit Per Unit**
- **Deadline: Friday, September 22, 2023**

## NAACP X YOUTH UNIT AGREEMENT

- Identify campaign roles and complete rise up champion form by **September 15, 2023**
- **Host at least 3 membership initiatives** to support membership increase for the unit
- Submit a **pre & post** report for all membership drives
- recruit at least **40 memberships** by the **December 8**
- Post **graphics, photos, videos** and **highlights** tagging **@naacpyc\_** on Instagram

# TOOLS, RESOURCES & SUPPORT

- PRE Membership Drive Reporting
  - <https://bit.ly/PreMembershipReport>
- POST Membership Drive Reporting
  - <https://bit.ly/PostMembershipReport>
- Membership Monthly Meetings @ 8 PM EST
  - September 11th
  - October 9th
  - November 13th
  - December 11th
- Register: <https://bit.ly/NAACPMembersFirst>

TOGETHER WE RISE!