RISE UP: THE NEXT GENERATION OF ADVOCACY
RISE UP OVERVIEW

1. Overview & Goals
2. Campaign Guidelines
3. Campaign Roles
4. Recruitment Tactics
5. Recruitment Kit
6. Resources & Support
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.
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
(Units 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

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
LEAD CLASS RAPS AND TABLING COORDINATION

WALK MEMBERS THROUGH THE PROCESS OF RENEWING/NEW MEMBERSHIP THROUGH NAACP.ORG

ENSURE UNIT SUCCESSFUL IMPLEMENTATION OF THE MEMBERSHIP CAMPAIGN AND PROGRAMS

ENSURE ALL MEMBER STAKEHOLDERS HAVE NO MORE THAN ONE ROLE

COMMUNICATING PLANS GOAL AND ACTIVITIES TO THE EXECUTIVE COMMITTEE FOR APPROVAL

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

KEEP RECORD OF NEW/RENEWAL MEMBERSHIP

MEASURE EFFECTIVENESS OF EACH MEMBERSHIP PROGRAM

SUBMIT POST MEMBERSHIP DRIVE REPORT GAIN ACCESS TO SALESFORCE

RISE UP CHAMPIONS

CAMPAIGN COORDINATOR
MEMBERSHIP COMMITTEE CHAIR

RECRUITING COORDINATORS (7+)
GENERAL MEMBERSHIP

MEMBERSHIP SPECIALIST (3)
MEMBERSHIP COMMITTEE CHAIR

ROLES

COMMUNICATING PLANS GOAL AND ACTIVITIES TO THE EXECUTIVE COMMITTEE FOR APPROVAL

ENSURE ALL MEMBER STAKEHOLDERS HAVE NO MORE THAN ONE ROLE

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# 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 flyer/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

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**BECOME A RISE UP CHAMPION**

Sign Up Your Squad

Deadline: September 15
MEMBERSHIP RECRUITMENT TACTICS

- 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

- **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

- **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
MEMBERSHIP RECRUITMENT KIT

HOW CAN I GET A KIT?

- Recruitment Kit Order Form
- 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
• PRE Membership Drive Reporting
• POST Membership Drive Reporting
• Membership Monthly Meetings @8 PM EST
  ○ September 11th
  ○ October 9th
  ○ November 13th
  ○ December 11th
TOGETHER WE RISE!