

## 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 Achivement)

#### RECRUITMENT

#### 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

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



## **RISE UP CHAMPIONS**

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

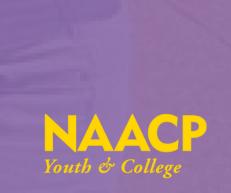
LEAD CLASS RAPS AND
 TABLING COORDINATION

 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**





#### Sign Up Your Squad bit.ly/RiseUpChampion 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. 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 Da

 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.

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. ontent Creatio

• 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

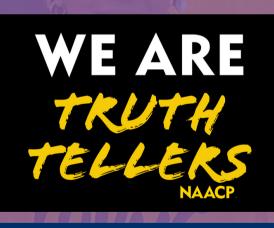
• Work with social influencers within your local areas to help promote events and socialize the membership campaign.



## MEMBERSHIP RECRUITMENT KIT

- SO WHATS THE GOODIES?
  - NAACP T-Shirts
  - NAACP Bottles
  - Wristbands
  - NAACP Overview
  - Posters
  - Recruitment Talking Point





SCAN TO JOIN THE MOVEMENT



# CANCEL DEMAN

#### WE ARE NAACP

NAACP







NAACP

## MEMBERSHIP RECRUITMENT KIT

HOW CAN I GET A KIT?

- Recruitment Kit Order Form
  - https://bit.ly/Recruit mentKit
- Kit Per Unit
- Deadline: Friday, September 22, 2023

- Submit a pre & post report for all membership drives December 8

# NAACP X YOUTH UNIT AGREEMENT

 Identify campaign roles and complete rise up champion form by September 15, 2023 Host atleast 3 membership initiatives to support membership increase for the unit

recruit atleast 40 memberships by the

 Post graphics, photos, videos and highlights tagging *@naacpyc\_* on Instagram



## TOOLS, RESOURCES & SUPPORT

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

