** NAACP PA. STATE CONFERENCE**

State Conference Membership/Life Membership Committee

13 April 2016

**UPDATED AS OF 22 APR 2016**

**Everett L. Butcher, Jr.** – Chair

**SUBJECT:** 2016-17 Agenda for Membership / Life Membership Committee

Per directive of the NAACP Pa State Conference President, as received in correspondence dated Feb 27, 2016 with follow up correspondence dated Mar 29, 2016; here follows the 2016- 17 Agenda for the NAACP Pa State Conference Membership/Life Membership Committee.

Referenced in the Constitutions, By- laws and Handbook guidelines as indoctrinated by the NAACP and National Membership Department; there are fundamental and foundational priorities which govern and establishes the emphasis of membership and the efforts of it’s enhancement.

As members of the NAACP, each individual and unit is not only an advocate for the fight for justice and equality; but also the field sales force for this historic association. It is important that every NAACP Pa State Conference member be reminded of their charge to increase membership and to take every advantage and opportunity to solicit NAACP memberships.

In correspondence received by the NAACP Membership Department, Acting Director, Bethany Criss-June, dated Mar 1, 2016; the acting director stated; *“2015 and 2016 have seen countless affronts to social justice and equality. And the NAACP is called upon to shed light on these injustices and to continue, through advocacy and activism, to fight for our rights.”*  It was then emphasized that membership recruitment and community engagement efforts are the agenda.

At present in accordance to statistics provided by the Pa State Data Center; people of color account for 22.1% of the population which is an estimated 12,373,820 individuals. Pennsylvania has an estimated population density of 286 persons per square mile which relates to the density of people of color at 63 per square mile. Keeping in mind these statistics; and the 2016 multi-year strategy ‘Today’s NAACP: The Fight is for You” Campaign, as well as our present membership total; the Membership/Life Membership Committee has set it’s priority of tasks with goals and objectives to meet the National goal of a 5% increase in membership; but with it’s own 16 month goal of a 100% increase.

**TASKS**

1. **To recruit and maintain members to shed light on the affronts to social justice and equality through advocacy and activism in the fight for our rights.**
2. **To keep the NAACP and to bring the NNACP Pa State Conference to the forefront of social justice advocacy by increasing momentum and seizing every opportunity to build it’s base,**
3. **To reach the highest membership potential in every Pennsylvania community where there is an NAACP Unit or the prospect of the establishment of a new unit.**
4. **To initiate all possible means to obtain life memberships and the sponsorship of a continuing program towards that end.**

**OBJECTIVES**

1. **Develop and implement the $P Membership Plan (people, planning, promotion – production)**
2. **Develop innovative methods and techniques to be implemented by the Membership Committee to increase the membership of the NAACP Pa State Conference**
3. **Maintain and increase membership, incorporating membership outreach at all NAACP Pa State Conference programs and events**

**GOALS**

1. **Upon completion of 16 month period (encompassing 2 annual membership campaigns) have obtained 100% increase of the present membership enrollment of the NAACP Pa State Conference.**
2. **In accordance to the 2016 Membership Goal of the National Membership Department of the NAACP, have achieved a 5% increase in the number of new and reactivated units within the NAACP Pa State Conference based upon the increase in number of memberships.**
3. **Per NAACP National guidelines, in it’s achievement formula; identify, establish and orchestrate a 75 person recruitment force of membership workers within organized teams and/or divisions to achieve the membership goal**
4. **72 Club 100 nominees and 18 Million Dollar Club nominees**
5. **Obtain 100% increase of the present Life Member Membership enrollment of the NAACP Pa State Conference**

Upon completion and achievement of the aforementioned basic outline of tasks, objectives and goals; the NAACP Pa State Conference would be poised at a membership enrollment of 14,000 plus which would be representative of just under 12% of the present estimated POC population with 136,730 people reached, (being 22.1 %) of the Pennsylvania population, equating to 7.5 NAACP members per square mile.

There is an African proverb which states; “*When spider webs unite, they can tie up a lion.”*

Humbly Submitted

Everett L. Butcher, Jr

 **Pa NAACP State Conference 2016-17 Agenda for Membership / Life Membership Committee Appendix a**

**MEMBERSHIP GOAL JUSTIFICATION**

**BREAKDOWN**

**Estimated PA Population** (based on data utilized ) **12,373,820**

**People of Color** (POC) is 22.1 % equating to  **2,734,614**

**\***Based on National NAACP goal of 5% increase and an “ ideal” contact rate of 5% of the POC’s which would equate to contact of **136,730**

**With A 5% conversion of the contacts, a projection of 6,836 memberships**

\*\*6,836 projected memberships (by the National Goal standard) falls slightly short of our PA State Conference (18 month) GOAL of **100%** being **7,155 memberships**

**Goal Achievement** results in the Pa state Conference poised at

 **14,310 Memberships**