

MEMBERSHIP

www.nccualumni.org/membership

ALUMNI ASSOCIATION MEMBERSHIP

Alumni Association Membership Helps Support Various Efforts:

Student Scholarships

Annual Rewards & Recognition for NCCU students

Various Student Events

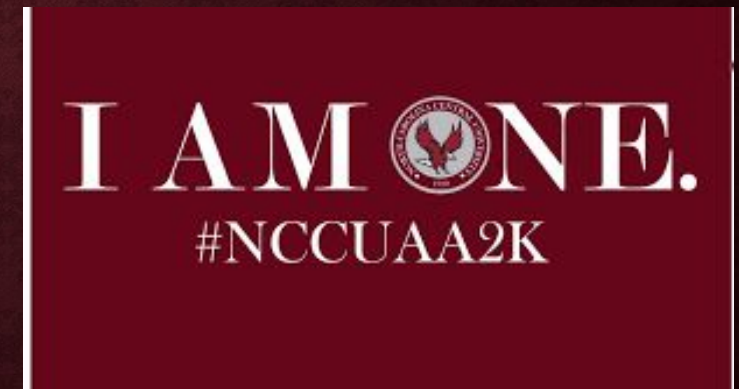
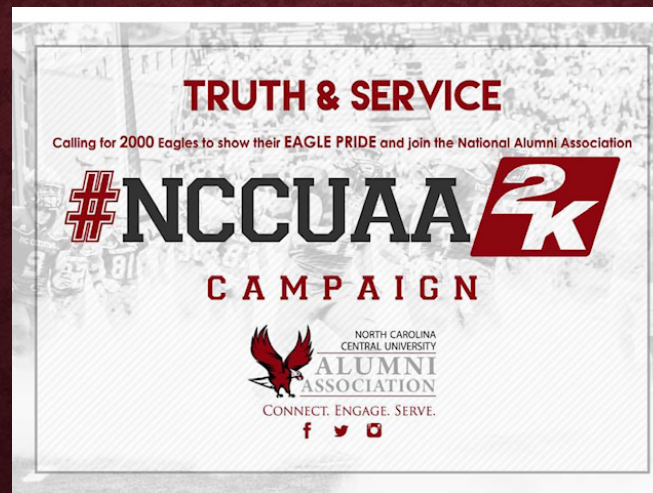
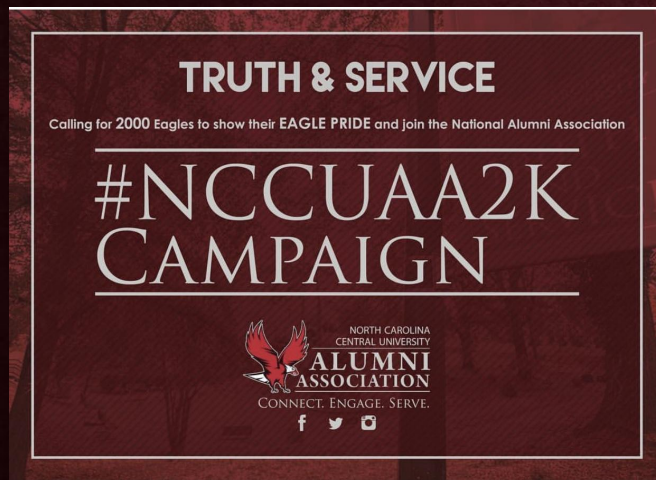
Operating the National Alumni Association

TYPES OF MEMBERSHIP

- Annual - \$50 per year; membership is good for one year
- Recent Graduate – Complimentary; one year from graduation
- Young Alumni - \$35 for **first year** of membership; renewals at annual rate
 - Currently Classes of 2008-2017
- Lifetime - \$1000; installment options

CURRENT MEMBERSHIP CAMPAIGNS

- #NCCUAA2k
 - GOAL: 2000 new members join the Alumni Association



CURRENT MEMBERSHIP CAMPAIGNS

- “ONE AND DONE” Membership Option
 - Goals:
 - Increase National and Local Chapter membership and individual donors to the university
 - Provide a efficient and less confusing option to alumni
 - \$100 Payment covers annual national dues, local chapter dues, and a donation IN THE DONOR’S NAME
 - Renewable annually
 - Currently available through National Association website

ALUMNI ENGAGEMENT CHAPTER GOALS

- Improve quality of memberships by increasing alumni engagement by June 30, 2019 by:
- Improving retention rates/ member renewals by 85% per chapter
- Increasing local chapter memberships by 150 (five per chapter) and annual national memberships by 13 per chapter (from 513 to 1,026)
- Encouraging 150 (five per chapter) recent graduate members to use their membership in your chapter, if applicable

LOCAL CHAPTER RECOMMENDATIONS - ENGAGEMENT

- Identify a Membership Chair –
 - Person responsible for helping achieve membership goals, planning membership drives/events, communicate with National Chair, serve on National committee
- Create a Young Alumni Group
- BE SOCIAL! Establish or strengthen your Social media presence
 - Facebook, Instagram, Twitter
 - Link the National Association to your posts and events @nccuaa on IG and Twitter , NCCU Alumni on Facebook;
- Plan 1 new event per quarter geared towards engagement
 - Watch Parties, Membership Mixers, etc.

LOCAL CHAPTER RECOMMENDATIONS - RETENTION

- Ensure your payment process is user friendly and gives options
- Review your renewals monthly
- Cross-check your National vs Local roster quarterly
- Create a template email reminder with option to pay instantly

HOME COMING FLASH SALE!

THE *Ultimate* HOME COMING EXPERIENCE

\$25 National Dues Onsite at Official NCCU Association
Events; \$75 “One and Done”
~ Membership will be active through June 2019

QUESTIONS, SHARING & FEEDBACK

NATIONAL MEMBERSHIP COMMITTEE

Chair :

Nikki Davis-Green

nikdavisgreen@icloud.com

memberships@nccualumni.org

770-558-9848

THANK YOU!

“Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it’s the only thing that ever has.”

~ Margaret Mead