

Types of Memberships

Regular Member
Life Member
Gold Plus Member
Associate Member
Associate Member Undergraduate
Student (Sr. FLAG)



All Chapter Membership Chairs make up the Region IV Membership Committee

For Membership Concerns Contact

Dr. Deborah McClanahan
Region IV Membership Chair
Blacks In Government, inc.
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Benefits

- Professional Development Training (Council meetings, Regional Training Conferences (RTCs), and National Training Institute (NTI).
- National Delegates Assembly
- NTI Assistance
- EEO Assistance
- STACK Program
- Legislative updates
- Support at the chapter, Region and National levels.
- Various resource programs that are available for members at www.bignet.org

Top 10 Reasons To Join BIG

1. BIG works for you!
2. BIG is an Advocate!
3. BIG is an Employee Support Group!
4. BIG is a Professional Development Organization!
5. BIG is a Community Resource!
6. BIG is Networking!
7. BIG is a Chance To Make A Difference!
8. BIG Keeps You Involved!
9. BIG Recognizes Your Achievements
10. BIG is an Opportunity!



REGION IV MEMBERSHIP PAMPHLET FOR CHAPTERS RECRUITING, RETAINING & RECLAIMING MEMBERS



VISION

Consistently focus on recruiting, retaining, and reclaiming members within Region IV.
Membership is the backbone of Blacks In Government

Recruiting New Members

- ❖ Starts with a conversation
- ❖ Share information about the BIG organization
- ❖ Ask person if they are interested in joining BIG
- ❖ Gather the persons contact information
- ❖ Share BIG application with the person
- ❖ Communicate the way to return the application with payment
- ❖ Once received, welcome the new member
- ❖ Provide an opportunity for the new member to attend a chapter's orientation or connect them with the Membership Chair to share penitent information about the chapter
- ❖ Provide the chapter, Region and National websites with the new member and ask them to review when time allows
- ❖ Gather as much information about the new member as possible
- ❖ Invite the new member to become a part of the chapter by joining a committee to share their time, experiences, talents, and resources
- ❖ Provide BIG Governing documents to the new member to review to become familiar with BIG operations at the chapter, Region, and National levels
- ❖ Conduct a setting to welcome all new members and introduce them to the chapter
- ❖ Provide an opportunity for the new member to become engaged
- ❖ Answer any questions of the new member

RETAINING MEMBERS

- ❖ Have a system to notify all members at least 90, 60, and 30 days prior to their expiration dates
- ❖ Provide an incentive for members to renew their memberships
- ❖ Invite members to lead and or join a committee
- ❖ Provide a task to the member that will keep them active
- ❖ Establish direct contacts with members during their absences from chapter events, family crisis, and during life changes
- ❖ Disseminate opportunities that BIG offers
- ❖ Promote members activities, promotions, birthdays, anniversaries, etc. at chapter meetings and through Social Media activities
- ❖ Create a system to follow up on members throughout the year
- ❖ Have an open-door policy that will provide opportunities for members to speak to leaders directly
- ❖ Establish relationships
- ❖ Don't share information that will have a negative impact on any member
- ❖ Be trustworthy, passionate, and sensitive to members
- ❖ Make members feel a part of
- ❖ Allow members to serve where they feel comfortable
- ❖ Treat all members with respect and dignity
- ❖ Find out answers to hard questions

Reclamation

- ❖ Meet people where they are
- ❖ Ask member why they joined the organization and what would it take to get them to rejoin
- ❖ Be kind, courteous, and respectful
- ❖ Inform the member about any new BIG programs and the benefits for each
- ❖ Create opportunities and allow them to make decisions about how they can or will serve the organization
- ❖ Provide a payment method to accept their payments
- ❖ Introduce the reclaimed member to the chapter members
- ❖ Draw on their previous talents and experiences to enhance the organization
- ❖ Share BIG story during the period the member was not active
- ❖ Show excitement about them reclaiming
- ❖ Make the member feel comfortable
- ❖ Provide BIG Governing documents and the websites for the chapter, Region, and National
- ❖ Ask member to refamiliarize themselves with the organization by visiting websites and reading governing documents
- ❖ Encourage them to ask questions
- ❖ Serve as a great resource for them to become back familiar with the organization and its processes