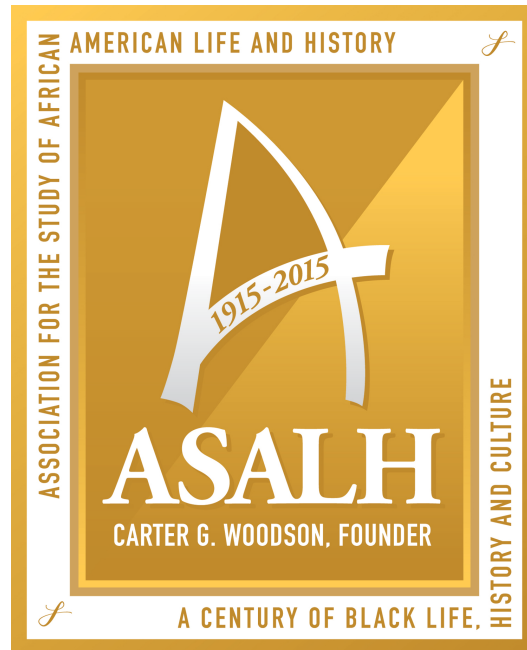


Association for the Study of African American Life and History (ASALH)



BRANCH MEMBERSHIP

Tool Kit

Table of Contents

1. President's Report from Memphis
2. Power-point- *The History of ASALH/Programs/ and Services*
3. ASALH By-Laws
4. Executive Summary
5. Centennial Logo
6. Branch Centennial Letterhead
7. Letter Requesting Proclamation
8. Membership Form
9. Sample New Members Letter
10. Introducing ASALH Institutional Youth Guild
11. Lapel Pins & Holiday Ornament Flyer
12. Mis-Education- ASALH Press Ad
13. Frequently Asked Questions
14. Branch History template
15. Luncheon Flyer
16. Luncheon Ad
17. ASALH Speakers Bureau- Biographical sketch
18. Veterans History Project (Field Kit)
 - + Booklet Cover- "Veterans History Project"
 - +Website Page- "Participate in the Project" (1 page)
 - +Frequently Asked Questions (1-7 pages)
19. ASALH Branch Membership Campaign Requirements
20. Featured Author's Event Registration Form

ASALH By-Laws

Rationale for Membership Campaign:

ASALH Plan for Membership, Growth, Programming and Fund-raising:

Each branch is asked to implement the following plan to support the Centennial programming.

1. Create and implement a formal membership drive that runs from October 2014 through February 2015.

Rationale-

- a) Our centennial objectives include growth and expanded awareness of ASALH. By starting the campaign in October branches should be well engaged in the campaign by the end of the year so that all new members will receive a full year of benefits.
- b) During the fall 2014 season that all branches make clear the new publications policy during the campaign.
- c) We will use 2015 as our Life Membership Campaign. All members who begin their life interim payments of \$200 for 5 years by 2015 will be grandfathered at the \$1,000 life membership rate. Life membership will increase to \$1,500 in 2016.

2. Each branch must hold a public event in February.

Rationale- Most branches hold an event. By assuring that branches hold a public event in February we can be sure that the promotion of our centennial will be in the community where ever our branches are located.

3. Beginning in 2015, each branch must hold some recognition of the 100th founding of ASALH in September. Our founding date is September 9, 1915.

Rationale-

- a) An event or recognition should be a part of an organization that is based on history. It is possible that many of our members do not know the date that we were founded. This event/recognition will be included in branch requirements starting 2015. Branches will have 1 year to prepare.
- b) Branches should also acknowledge their founding date as well.

- 4. In December 2014, each branch must hold some recognition for Carter G. Woodson's Birthday. Woodson was born on December 19, 1875.**
- 5. Each branch will submit a branch history by May 2015. Branches are requested to send between 1-4 members to the 100th Annual Convention to be interviewed on the founding and current programs of their branch for the ASALH records.**
- 6. Each branch is asked to send at least one person to the February luncheon and take an advertisement in the souvenir journal.**
- 7. Our requirements already include making at least a \$600 donation by August of each year. We need to plan for all branches to be 100% compliant for our Centennial and moving forward.**
- 8. Each branch should encourage all members to purchase a membership pin and a centennial pin.**

All branches will be afforded a discount on membership and centennial pins. All bulk orders of 15 pins or more will be processed at \$7 (a 30% saving) through November 30th. The regular price for either pin is \$10. Branches can use the \$3 saving as a branch fundraiser.

- 9. Each branch is asked to promote the ASALH Holiday Ornament.** Bulk orders of 10 ornaments or more will be shipped at \$15 each instead of the regular \$20. Branches can use the \$5 savings as a branch fundraiser.
- 10. Branches are asked to sell copies of the *Mis-Education of the Negro* and hold book parties or activities where individuals read this classic work.** The regular price of the book is \$10. Bulk purchases of 10 or more will be sold at \$5. Branches can use the \$5 savings at a branch fundraiser. There is also a study guide on the ASALH website.
- 11. To stay informed with the upcoming plans for the centennial, all branches are required to have representative on all four (4) branch conference calls.**

- **March 12, 2015 ----- 8 p.m. EST**
- **June 11, 2015 ----- 8 p.m. EST**
- **September 10, 2015----- 8 p.m. EST**
- **December 10, 2015 ----- 8 p.m. EST**

Please dial 857.216.6700 participant code 459954

- 12. For more details and regular updates visit our website:**
www.asalh.org/membersarea.html.

How to do an ASALH Branch History

Centennial Logo

ASSOCIATION FOR THE STUDY OF AFRICAN

AMERICAN LIFE AND HISTORY



ASALH

CARTER G. WOODSON, FOUNDER

HISTORY AND CULTURE



A CENTURY OF BLACK LIFE,