

Committee Mission

Expand membership to every state in the U.S. targeting especially institutional memberships at colleges/universities [especially HBCUs], school systems, museums, churches, and family reunion committees providing educational resources that not only enhance the inclusion of black history in curriculums but also introduces Dr. Carter G. Woodson and ASALH on a broad scale.

Committee Vision

Expand membership growth through education, intergenerational collaboration, and innovation that ultimately reaches the airways.

NMC

We will begin this membership report by publicly congratulating Mr. Charles S. Wiggins in celebration of his 103rd year of life on September 8, 2020—ASALH’S oldest member. As a veteran, a contributor to the welfare of Pittsburgh, and a member of the Dr. Edna B. McKenzie Branch, you are loved, valued, and honored with sincere appreciation. We salute you Mr. Wiggins and close out this month with a sincere Happy Birthday from your ASALH Family!

As most of us know, on September 12, 2020, we celebrated the installation of the officers and chartered ten new branches of ASALH. If you missed the ceremony, it is available on our private branch page.

	2020	2019
Total Individuals	2129	2309
Institutional	97	90
Total Members	2226	2399
	Thru August 2020	Thru August 2019
Branch members soo diff 168	1509	1341
Pd \$1500 for Life membership to date	563	11
Institutional members affiliated with branches	60	49

(We’d like to share our membership numbers for 2020) We are in the 5th year of a 5-year recruitment campaign. We saw a very steady growth pattern until this year. The strategy determined for growing branches [which was a more hands-on interaction with interest groups], was realized resulting in seventeen (17) interest groups, a record ten (10) reaching their charter fulfillment this year-- 2020—with another branch in Greensboro tracking to receive its charter soon and the other six tracking for 2021--Two (2) of which are Campus-Based Branches (Bowie State University and University of North Carolina Central). As you will note, our branch

members are more than half of our total membership—of the 2226 members, 1509 are branch members. Of the total of 97 Institutional members 60 are affiliated with branches. But just new branches is not enough. **The second strategy is to involve everyone in the business of growing our members**—as a member of ASALH, you are also a recruiter. We ask each of you to recruit at least one member by December 15 this year. Everyone who joins ASALH beginning October 1 this year—tomorrow—your membership is active beginning January 1 and does not expire until December 31, 2021. So now is the time to renew your membership for next year, invite your friends and family to join—For our newly chartered branches—begin getting your members to renew-- this way you ensure your membership is never interrupted. As a member of ASALH join us to bring on at least one member a month—get to know Dr. Woodson and ASALH in a way that you can convince others. **We are far from our goal of 5,000.** One of our most effective strategies is education. We see every member of ASALH as a member of the recruitment team so please join us in recruiting members, especially your family members remembering our theme next year is on Family to include our diasporic family. Family recruitment has been successful and we want to continue in that vein.

2021 also marks the centennial of Dr. Woodson’s publishing of *The History of the Negro Church*. Invite your church family as individuals and your **church as an institutional member** -- Even consider purchasing a membership as a Christmas gift for your younger family members and gift your church as an institutional member.

Before we move forward, I’d like for us to again take a moment of silence as we remember those ASALH soldiers who have transitioned. It is with great sadness that we add to this list the Vice President of the Savannah Yamacraw Branch of ASALH - Mr. John Finney who was just installed on September 12th. Mr. Finney, in his earlier years as a member of the junior NAACP, was mentored by W. W. Law himself. Our hearts go out to the members and community of the Savannah Yamacraw Branch of ASALH. All of these have joined the ancestors and we honor them today for their service to humankind. Let’s pause for a moment of silence. [SILENCE – 15 SECONDS.] Thank you.

At the charter ceremony on September 12th a lot of information was shared that you would want to know. For instance, this year marks the Centennial of the Red, Black and Green Flag. As a vexillologist, Ms. Beatrice Jones with Our Authors Study Club in Los Angeles, CA provided an excellent presentation informing us that on August 13, 1920, Marcus Garvey unveiled the Red, Black and Green Flag and the people adopted it. As ASALH passed a resolution in 2017 to have the Red, Black and Green flag at every meeting, we remember the motto that was adopted by Garvey and those who attended that 1920 meeting “OUR FLAG AS OUR ANTHEM, AS WE GATHER IS OUR RITUAL. Garvey said “Show me a people without a flag, and I’ll show you a people with no pride. So we celebrate the 100th Anniversary of the Red, Black and Green!

Ms. Hazel Gillis of the James Weldon Johnson Branch of ASALH in Jacksonville, FL reminded us that this year marks the 120th anniversary of Lift Every Voice and Sing. We honor the work of our ancestors as we continue their legacies for the next generation.

The NMC is working with Headquarters and the Governance Committee to ensure our branches have documentation of compliance guidelines to better serve them. We appreciate the work our branch presidents provide when called on to help give guidance to make decisions in this area. One of the compliance concerns that we addressed this year was ensuring that branches at all times have all five required officers in place. Keep that in mind and if you have questions, don't hesitate to contact us.

Just as a reminder, every Branch should have a Branch Recruiter. When a branch recruiter is not reported to HQs, the Vice President of that branch will be designated as the branch recruiter for the branch. Keep that in mind as you operate as a branch. This year marks the 5th and final year of our membership campaign to recruit one member per month, equaling 12 new members per year for each branch. We added recruitment of family members in 2019 and it has been a success. To all of our members of ASALH, consider joining a branch. But most of all, join us in recruiting members to ASALH. Remember, every program, event, etc. is a recruitment opportunity.

To all of ASALH members, our annual theme is of utmost importance. This year's theme – African Americans and the Vote. To all of our members, wherever you are, branch members, family members, friends throughout your community please plan YOUR voting strategy and VOTE this year. Make sure your polling place has not changed—find that out today—this week. There are only a few days left until November 3rd. We cannot lose sight of this year's election. Let's all help to get out the VOTE.

MEMBERSHIP GROWTH

REMEMBER: Every program opportunity should be considered a membership recruitment opportunity. Every member of ASALH should be an effective recruiter, even if you are not in a branch. So join us in recruiting your family members, church members, and your friends. **Continue recruiting members in these states where we have few to no members: North Dakota; South Dakota; Wyoming; Idaho; Maine**

Membership Category	Membership Fee	August, 2020	August, 2019
Associate	\$65	31	61
Dual	\$100	176	156
Corporate	\$1,500	3	2
General	\$80	566	686
International	\$100	3	7

Life Interim	\$300 for 5 yrs	39	56
Life	\$1,500	5	0
Senior	\$55	777	744
Student	\$45	159	261
Received Benefits from dual and Institutional	NA	370	336
Total Individuals		2129	2309
Institutional		97	90
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Comparison MEMBERSHIP NUMBERS REPORT 2018; 2019; and JANUARY 2020
 (see charts attached)

End of year Comparison

2018: January: 1135 December: 2650

2019: January: 1393 December: 3027

2020: January 1435 September 2226 **801 less than end of year 2019**