



**ADJUTANT GENERAL'S CORPS
REGIMENTAL ASSOCIATION (AGCRA)
MEMBERSHIP DRIVE
1 SEPTEMBER - 31 OCTOBER 2019**



1. Purpose. This document provides guidance for the execution of the AGCRA (a.k.a., Association) Army-wide membership drive for the period **1 September - 31 October 2019**.

2. Intent.

a. The goals and aspirations of the Association can be best served by its Army-wide Chapters in the field, which are organized and activated to build a network of motivated and interested members in their local areas. Hence, the Association intends to leverage its Chapters to increase membership, which in turn fully supports the Association's primary mission: To provide professional development and support for AG Soldiers, Veterans, Cadets, and their family members, and develop activities and programs designed to meet the needs and desires of all AGCRA members.

b. The AGCRA membership drive will also allow individual Chapters to raise funds.

(1) There will be a Chapter-wide competition for Chapters that produce the largest net gain in overall membership proceeds raised with a minimum of \$1,000.00 in net proceeds, and for Chapters that produce the largest percentage gains in membership to their local chapter (this only includes new or members who renew).

(2) Participating Chapters that do not earn one of the top prizes in paragraph 2b(1) above will earn a monetary award for every new member it recruits, or gets to renew.

c. NOTE - Individual AGCRA members are solely responsible for data placed into the AGCRA membership database. The Association faces a continuing challenge of outdated member data, which creates issues and waste such as a member not receiving their copy of 1775 in the mail because of an outdated mailing address. The AGCRA membership drive also strives to increase records accuracy within our membership database, to include the member's Chapter affiliation.

3. Procedures.

a. Chapters participating in the AGCRA membership drive must meet the following criteria:

(1) Be an active Chapter with an appropriate slate of Chapter officers and executing AGCRA activities on a periodic basis (not less than once a quarter).

(2) Have an official mailing address established with the AGCRA National Executive

Council (POC is the AGCRA Adjutant at Adjutant@agcra.com).

(3) Have Chapter funds established with a U.S. bank or Federal Credit Union.

(4) Have an Internal Revenue Service issued Employer Identification Number (EIN) for the Chapter (POC for questions is Treasurer@agcra.com).

(5) Chapter mailing addresses and bank accounts must be listed in the Chapter's name and cannot be listed under an individual's name. Chapter bank accounts must also have dual signature authority that requires at least two Chapter officers to sign checks to disperse funds.

b. All Association Chapters wishing to participate in the AGCRA membership drive will validate Chapter information in paragraph 3a above with the AGCRA VP, Membership at Membership@agcra.com, (845) 239-3384, NLT 31 August 2019. Point of contact for all AGCRA membership drive issues is the AGCRA VP, Membership.

c. Chapter Membership Headcount. Participating Chapters will be provided information on active and expired Association members in their respective geographical areas by the AGCRA VP, Membership. Participating Chapters will not be provided member information for those members who reside outside their geographical area (example - the European Chapter will only receive member information for AGCRA members stationed in Europe).

d. Membership Drive.

(1) Participating Chapters will execute the AGCRA membership drive from 1 September - 31 October 2019. Chapters can gain new Association members by doing the following:

(a) Recruit new AGCRA members and ensure they complete the Chapter affiliation field within the Association's membership database at AGCRA.com.

(b) Encourage active AGCRA members whose membership is about to expire to renew their membership.

(c) The easiest way for new members to join is to sign up at AGCRA.com at the link below.

<https://www.agcra.com/product/agcra-membership/>

(d) New members can also complete the AGCRA membership application at Enclosure 1 and mail check payment, or scan and e-mail credit card information to the AGCRA VP, Membership (mailing address - AGCRA, P.O. Box 10026, Fort Jackson, SC 29207; e-mail is Membership@agcra.com).

(e) IMPORTANT – Request all Chapters encourage active or new Association members to update their Chapter affiliation field within our membership database, which supports our records accuracy efforts. Chapters should encourage accuracy of all data fields within our membership database for active and new Association members.

(2) By 31 August 2019, the AGCRA VP, Membership will provide the updated Chapter membership starting headcount numbers to all participating Chapters.

(3) Chapter fund raising opportunities during the membership drive follow:

(a) The following Grant Schedule is approved for the top three AGCRA Chapters that produce the **largest net gain in overall membership proceeds** raised with a minimum of \$1,000.00 in net proceeds. A Chapter will receive dollar for dollar credit for the amount of each membership purchased (e.g., If the Chapter signs up a new Lifetime member for \$700, then they add \$700 to their balance; if they sign up a one-year membership for \$20.00, then they add \$20.00 to their balance). The AGCRA NEC will determine winners by the final balance of all membership dues raised by each Chapter. Note - Chapters that qualify for one of the grants for overall membership proceeds cannot qualify for a grant for largest percentage gains in membership (see paragraph 3d(3)(b) below).

1st Place Chapter: \$1,500

2nd Place Chapter: \$1,000

3rd Place Chapter: \$500

Total AGCRA Incentive - \$3,000

(b) The following Grant Schedule is approved for the top three AGCRA Chapters that produce the **largest percentage gains in membership** to their local chapter (to include both new and renewed members. To qualify, Chapters must have a minimum of fifteen (15) new members or renewals. Percentage gains will be determined by the starting number of AGCRA members affiliated with the respective Chapter at the beginning of the membership drive (as reported by the AGCRA VP, Membership) and measured against the ending number of new or renewed members gained at the end of the membership drive. A Chapter that qualifies for one of the grants for largest percentage gains in membership and cannot qualify for overall membership proceeds (see paragraph 3d(3)(a) above).

1st Place Chapter: \$750

2nd Place Chapter: \$500

3rd Place Chapter: \$250

Total AGCRA Incentive - \$ 1,500

Overall Total AGCRA Incentives: \$ 4,500

(4) The AGCRA VP, Membership will provide the membership funding amounts for each Chapter to the Association Treasurer, who in turn will cut Chapter checks. AGCRA checks will in turn be mailed to each participating Chapter by the Association Adjutant.

(5) To assist Chapters with the membership drive effort, member benefits are provided at Enclosure 2.

4. Points of Contact:

a. Primary - LTC (Ret) Laura C. Updegraff, AGCRA VP, Membership, Membership@agcra.com, (845) 239-3384.

b. Secondary - COL (Ret) Bob Ortiz, AGCRA Adjutant, Adjutant@agcra.com, (803) 537-0212.

2 Encls

1. AGCRA Membership Application
2. AGCRA Member Benefits