



**ADJUTANT GENERAL'S CORPS  
REGIMENTAL ASSOCIATION (AGCRA)  
MEMBERSHIP DRIVE  
1 FEBRUARY 2023 – 31 MARCH 2023**



1. Purpose. This document provides guidance for the execution of the AGCRA (a.k.a., Association) Army-wide membership drive for the period **1 February 2023 – 31 March 2023**.

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, networking, and support for AG Soldiers; DA HR Civilians; Army Bands; Accession, Recruiting & Retention personnel; Retirees; Veterans; and their Family members. This includes the development of activities and programs designed to meet the needs and desires of all AGCRA members.

**b. The AGCRA membership drive will 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 \$1,500.00 in net proceeds.**

(2) And, for Chapters that produce the **largest percentage gains in membership to their local Chapter (this only includes new members, members who renew, or members who update their Chapter affiliation).**

c. **NOTE:**

(1) The AGCRA membership drive also strives to increase records accuracy within our membership database, to include the member's Chapter affiliation.

(2) 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 The Association faces a continuing challenge of outdated member data, which creates issues and waste such as a member not receiving hard copy AGCRA publications in the mail because of an outdated mailing address.

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) Reactivating, nor Inactive Chapters, nor Chapters listed as on probation may participate in the AGCRA membership drive.

(3) Have an official mailing address established with the AGCRA National Executive Council (POC is the AGCRA NEC Adjutant at [Adjutant@agcra.com](mailto:Adjutant@agcra.com)).

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

(5) Have an Internal Revenue Service issued Employer Identification Number (EIN) for the Chapter (POC for questions is the AGCRA NEC Treasurer at [Treasurer@agcra.com](mailto:Treasurer@agcra.com)).

(6) 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](mailto:Membership@agcra.com), **NLT 27 January 2023**. 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 February 2023 – 31 March 2023**. 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 when they join at <https://members.agcra.com/>.

(b) Encourage active AGCRA members whose membership is about to expire within 60 days of 31 March 2023 to renew their membership.

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

<https://members.agcra.com/>

(d) 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.

(2) By 31 January 2023, 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 is as 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 \$1,500.00 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: \$1,000

2nd Place Chapter: \$750

3rd Place Chapter: \$500

Total AGCRA Incentive - \$2,250

(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 / renewed members, and members who update their Chapter affiliation*). To qualify, Chapters must have a minimum of fifteen (15) active members to participate in the membership drive. 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 active members gained at the end of the membership drive. A Chapter that qualifies for one of the grants for largest percentage gains in membership cannot qualify for overall membership proceeds (*see paragraph 3d(3)(a) above*).

1st Place Chapter: \$1,000

2nd Place Chapter: \$750

3rd Place Chapter: \$500

Total AGCRA Incentive - \$ 2,250

Overall Total AGCRA Incentives: \$ 4,500

(4) The AGCRA VP, Membership will notify the Association Treasurer and the Chapters who place in our two membership drive competitive categories. Each placing Chapter must in turn contact the Association Treasurer ([Treasurer@agcra.com](mailto:Treasurer@agcra.com)) and validate the Chapter's mailing address so the Treasurer can mail AGCRA membership drive checks.

(5) To assist Chapters with the membership drive effort, member benefits are provided (see enclosure).

4. Point of Contact: CSM (Ret) Algrish Williams, VP, Membership, [Membership@agcra.com](mailto:Membership@agcra.com).

2 Encls

1. AGCRA Member Benefits
2. Membership Drive Flyer