



# MEMBERSHIP DRIVE 2019



## CAMPAIGN TOOL KIT

Membership  
Benefits

Campaign  
Rules

Your  
Rewards

Tips for  
Recruiting

Communications  
Template

Social  
Media

Membership  
Application

AMERICAN ASSOCIATION OF BLACKS IN ENERGY  
[www.aabe.org](http://www.aabe.org)



# MEMBERSHIP DRIVE OVERVIEW

This membership drive campaign will harness the power that exists within each of our 42 chapters to support growth, stability, and the future of the AABE. A robust membership will ensure that we continue to grow and provide the networks and professional relationships that our current members enjoy. AABE understands the importance of having a healthy mix of current and new members, contributing and promoting the AABE organization. Our goal is to grow our membership by 10%.

As an active AABE member, you know first-hand the value your membership provides. Share your success by participating in the AABE's **"Member-Get-A-Member Campaign"**. By participating in the campaign, individuals will earn national recognition and rewards for recruitment and retention. They'll also be acknowledged on the AABE Website, receive recognition in the AABE electronic newsletter, highlighted on all AABE social media networks and at the National Conference.

## MEMBERSHIP CAMPAIGN TOOL KIT

### **Complete campaign guidelines and support materials**

The Campaign Packet has been carefully developed as a resource to help promote the Member-Get-A-Member Campaign with ease. It equips you with all the information about member benefits and the data you may need to encourage participation and answer any questions.

### **Marketing support materials**

- Ready-to-distribute flyers
- Email template you can use to invite new members and share the benefits of becoming a member.

We hope you are as excited as we are about the vision of this campaign, and the value increased membership will bring to our association. We look forward to seeing individual members succeed in this drive. Please let us know of other ways we could support you in your new member programs.



## MEMBERSHIP DRIVE 2019





# MEMBERSHIP BENEFITS

## Membership with AABE has its Benefits

- Become part of a network of energy professionals who are the best and brightest in the industry, from line supervisors to chief executives.
- Enhance your knowledge of energy policy and its impact on various sectors of the industry and its consumers.
- Take advantage of opportunities for professional development through special leadership programs, chapter meetings, and regional and national conferences.
- Online degree and certification programs for AABE members at Thomas Edison State University.
- Receive regular updates on industry issues through the monthly webinar series.
- Gain access to information and resources that support your career goals.
- Educate our communities on the impact that energy policy has on their daily lives.
- Learn about entrepreneurial opportunities in the industry.
- Support young people through our scholarship and mentoring programs.

MEMBERSHIP DRIVE 2019





# CAMPAIGN RULES

## Eligibility

- Only active members in good standing can participate in the Member-Get-A-Member Campaign program.
- Campaign is not valid for current renewals. Memberships expired for more than one year are valid.
- To receive credit for a recruitment, the new member must provide the recruiting member's name and chapter on the application.
- Membership is valid through December 31, 2020.
- The 2019 Member-Get-A-Member Campaign program is valid for membership processed and activated between July 1st and August 31st, 2019.
- Complimentary conference hotel accommodations and registrations are only valid for the 2020 annual conference and are non-transferrable.

# YOUR REWARDS

## Recruiting Professional Members

- Recruit one member: Recruiter will be entered into a drawing for a complimentary one-year membership renewal.
- Recruit five members: Recruiter will receive a complimentary registration for the 2020 Energy Policy Summit & Capitol Hill Day in Washington, D.C.
- Recruit ten members: Recruiter will receive complimentary hotel accommodations to the 2020 AABE National Conference in Houston, TX.
- Recruit 25+ members: Recruiter will receive a 2-night complimentary hotel accommodation and conference registration for the 2020 AABE National Conference in Houston, TX.

MEMBERSHIP DRIVE 2019





# TIPS FOR RECRUITING NEW MEMBERS

Recruiting new members is about sharing your membership experience with others. Here are some suggestions to help you reach out to potential members and encourage them to join AABE.

- Share the benefits of AABE with your friends and colleagues.
- Coordinate an event at your place employment.
- When discussing membership with a prospect, listen for clues as to what they look for in a professional association. Stress those member benefits that meet their needs.
- Invite a prospective member to attend an AABE event.

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# EMAIL TEMPLATE

Dear,

We invite you to join the American Association of Blacks in Energy, the premier professional association dedicated to ensuring the input of African Americans and other minorities unto the discussions and development of energy policies regulations, R&D technologies, and environmental issues. You will get real value from member benefits, including access to networking with the most diverse group of energy professionals.

Here are just a few membership benefits that you will enjoy:

- Professional Resources like webinars, industry research, articles, job opportunities, past conference presentations, and access to a professional network of over 1600 like-minded professionals in the energy industry.
- You will receive discounted rates on our national and regional conferences.

To join visit [www.aabe.org/join](http://www.aabe.org/join). Please indicate my name and chapter in the recruiter section of the application.

Let me know if you have any questions about AABE.

# SOCIAL MEDIA

Here are suggested messages to help you recruit new members across your social media networks.

## Twitter

Join me and 1600+ energy professionals and network with the best and the brightest in the industry @\_AABE [www.aabe.org](http://www.aabe.org)

Enhance your knowledge of energy policy and its impact on the industry and its consumers. Join @\_AABE [www.aabe.org](http://www.aabe.org)

## Facebook/LinkedIn

Message 1: Becoming a member of AABE was one the best things I ever did for my career. Join @\_AABE today and take your career to new heights [www.aabe.org](http://www.aabe.org). Be sure to mention that I introduced you to AABE on your membership application.

Message 2: One of the best moves of my professional career was to join AABE. The networking and educational opportunities, ensure I'm always prepared for any situation. Join me @\_AABE and 1600+ other energy professionals as a member this month and receive 6 months of free membership. When you join, be sure to mention that I introduced you to AABE. [www.aabe.org](http://www.aabe.org)

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# THE TOP PERFORMER

AABE 2018 Membership Matters Recruitment Campaign



**Monique Carter**  
Supplier Development Consultant  
Georgia Power  
Atlanta Chapter

Who will be the campaign top performer for 2019?



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# APPLICATION

FIRST NAME

LAST NAME

JOB TITLE

ORGANIZATION / COMPANY

INDUSTRY / SECTOR

WEBSITE URL

BUSINESS ADDRESS

CITY

ZIP CODE

EMAIL ADDRESS\*

OFFICE PHONE

FAX NUMBER

FIELDS OF INTEREST

YEARS IN ENERGY

- |                                 |                                  |
|---------------------------------|----------------------------------|
| <input type="checkbox"/> 0 - 3  | <input type="checkbox"/> 3 - 5   |
| <input type="checkbox"/> 5 - 10 | <input type="checkbox"/> 10 - 20 |
| <input type="checkbox"/> 20+    |                                  |

CHECK ALL THAT APPLY:

- New/Renew Student Membership: \$20  
 New/Renew Member Fee: \$225  
 Chapter Dues: \$\_\_\_\_\_

CREDIT CARD NUMBER

SIGNATURE

STATE

## MEMBERSHIP PRIVILEGES

- Industry Network with over 1600 professionals
- Stay Engaged through chapter meetings
- Show Your Commitment to an energy career
- Find New Opportunities in today's industry

## MEMBERSHIP RECRUITER NAME

## CHAPTER NAME

EXPIRATION DATE

DATE

For more information contact: [membership@aabe.org](mailto:membership@aabe.org)

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