

Alpha Kappa Alpha Sorority, Inc. New Century Membership Campaign

Membership Matters
100,000



Financially Active Sorors July 2014



**Alpha Kappa Alpha Needs
You To Do Your Part....**

Embrace One

Retain One

Bring One

Compete for Chapter and Soror Recognition!



New Century Membership Campaign



Accomplishing a membership of at least 100,000 financially active members will take into account members gained through the membership intake process but more importantly a focus on retaining current members and reclaiming the many inactive members. Each region has an established goal based on the percentage of their overall membership.

July 2013 (Leadership Seminar) has been established as the first milestone of the campaign to assess progress and to recognize the efforts of regions, chapters and sorors.

Chapter Recognition - 2013 Regional Conferences

Based on the information contained in the 2012 End of Year Membership Report (#7) chapters in each region will be recognized at the 2013 Regional Conferences for their reclamation efforts in accordance with the award levels outlined below. Chapter recognition will be made in accordance with chapter size categories established by each region. The chapter reclaiming the highest number of members in each size category will be recognized.

Membership Award Levels	Measurement
Ignition	1 to 25 reclaimed members
Thermal	26- 50 reclaimed members
Combustible	50 or more reclaimed members

Soror Recognition and Incentive - 2013 Regional Conferences

The soror reclaiming the highest number of sorors in each region (based on the 2012 End of Year Membership Report-#7) will be recognized at the 2013 Regional Conferences. **The winning soror must be present at the 2013 Regional Conference in order to win the prize. The prize: Conference Registration-reimbursable!**

Chapter and Soror Recognition and Incentive- 2013 Leadership Seminar

The chapter in each size category (out of the region winning chapters) reclaiming the highest number of sorors will be recognized at the 2013 Leadership Seminar. The soror reclaiming the highest number of sorors (out of the regional winners) will be recognized at the 2013 Leadership Seminar for their reclamation efforts. **The winning soror must be present at the conference in order to win the prize. The prize: Conference Registration-reimbursable!**

Each winning chapter and soror in each region will be included on a "Roll Call" listing in the Fall 2013 Ivy Leaf