Membership Drive Month Plan

❖ Being that CBTU membership drive is the month of February, the drive should be done in conjunction with Black History Month

❖ Planning for the membership drive should start at least 4 months in advance. (November)

❖ Chapters need advance commitments from leaders to be available and active during the membership drive month.

❖ Establish the chapter rule “Every Member is a Recruiter”!

❖ Chapters should create active membership standing committees.

❖ Establish new members’ goals for the month of February.

❖ Announcement of the CBTU membership drive should be made at local union, CLCs and AFL-CIO State Federation meetings.

❖ Letters should also be mailed to local unions, CLCs and AFL-CIO State Federations leaders announcing the CBTU membership drive.

❖ Chapters should also schedule face to face meetings with Local Labor Leaders and share the values of having an active CBTU Chapter.

❖ Talking points on the history, legacy, and value of CBTU should be used. CBTU National Office or membership work group may be a source if help is needed.

❖ Membership brochures (chapters and international) should be developed for use during the drive.

❖ Chapters should seek out and recruit young black union activists from local union leaderships and local union active standing committees.
❖ Chapters should consider establishing annual events during the month of February such as forums, town hall meetings, awards banquets, and community service projects as a part of their membership drive. Events can focus on black workers’ history and contribution to their communities and organized labor.

❖ Chapters should always increase visibility with the wearing of CBTU colors (shirts, caps etc.) and displaying CBTU banners at local events.

❖ Chapters should use social media outlets and print/radio outlets to get the word out about CBTU membership drives.