

Theta Omega Chapter
Alpha Kappa Alpha Sorority, Inc.
Membership Committee Chapter Report
March 11, 2016

The membership committee met on Thursday, Feb 18th. One of the agenda items was preparation for Founders' Day. The Committee had a welcome table which included a chapter overview brochure, business cards and dues sheets which provided and explanation of anticipated dues. We had one soror who wrote her check to reactivate, and several sorors who expressed interest in reactivating.

The Membership Committee set a date for its Reactivation Social. The theme is "Pink with a Purpose". The event will be held on Saturday, April 30th at Noon. Save the dates for this event were also available at the Founders' Day Membership table.

The committee discussed ways to engage visiting sorors without a current chapter. These suggestions include a special button so that these sorors can be easily identifiable. A soror from the Membership Committee will sit at the visitors' sign-in table to establish the initial relationship. That soror will be the liaison and will follow up periodically through emails and calls.

The committee has developed a membership reactivation campaign. The theme is "Falling in Love Again". The campaign will include a reactivation meter allowing us to see our progress. Remember, the goal is for us to have a membership of at least 500 sorors. We will be offering incentives for those who reactivate sorors; 1st, 2nd and 3rd prizes. Two of the incentives the committee would like to offer are a \$200 building assessment credit and a ticket (or two) to Holiday Affair. Therefore, the Membership Committee is asking for an increase of \$250.00 to their budget to cover these costs. The current committee budget is \$500 which will be utilized for the Reactivation Social and to cover other expenses for additional membership initiatives. We feel that the increase in reactivated sorors will offset the \$250.00 budget request. Next month we will officially kick-off this campaign. Although the official kick-off isn't until April, anyone responsible for reactivating sorors in 2016, prior to the kick-off will be included in the program.

As part of the "Falling in Love Again" campaign we will have a specific chapter meeting where we will encourage sorors to bring an inactive soror. We are working with the Basileus to determine which month is best.

The membership committee also has a new email account. Membership@ThetaOmega.com. This email is posted on our website and many sorors have made inquiries.

We will continue to take order for Blazers throughout 2016. Prior to each chapter meeting the Membership Committee will be available to take your orders. Each time we receive 12 or more orders, we will submit the order to the company. The first order has already been submitted.

Sorors we are really excited about the reactivation campaign but we do need your help. Please come out to the next Membership Committee meeting which is Thursday, March 17th at 6:00 PM.

Submitted by,
Soror Veletta Bell
Membership Chairman