



**NSBE**  
NATIONAL SOCIETY OF BLACK ENGINEERS

## Join The Professional Membership Movement

**Annual Professional  
Membership Drive Toolkit**



[NSBE.org/toolkit](https://www.nspe.org/toolkit)





## Professional Membership Overview

NSBE Professionals seek to **“inspire the next generation of technical professionals** and serve as a catalyst for transforming the culture of engineering.” This goal is achieved by empowering you to grow technically, academically and professionally. Help us continue to represent the success of NSBE’s mission.

NSBE comprises a community of more than **4,400 professional members** from diverse backgrounds and provides a safe space to grow each member’s skill sets. As a member you gain access to a global network of peers and mentors to serve as allies at each stage of your career journey. NSBE is more than an organization; we are a family! Join the movement today.





## Membership Drive Toolkit

This campaign toolkit has been carefully designed as a resource to help promote the annual membership drive with ease. This toolkit will encompass information on member benefits and the data you may need to “increase the number of **culturally responsible black engineers** who excel academically, succeed professionally and **positively impact the community.**” Also included are overviews of our Chapter and Individual Membership Challenges!

### MARKETING SUPPORT MATERIALS:

The following are included to invite new professional members and share the benefits of becoming a member:

- Member benefit information
- Social media graphics
- Social media posts
- Email content templates







## Member Benefits

### AS A NSBE MEMBER, YOU CAN RECEIVE SEVERAL PRODUCT AND SERVICE BENEFITS INCLUDING:

- **Leadership development and training**, including panel discussions with top leaders of Fortune 500 companies.
- **Professional development** via a multitude of workshops, seminars and networking opportunities at conferences and local chapter functions.
- **Discounted registrations for conferences** and other events such as the Annual Convention/Technical Professionals Conference held annually in the spring.
- **Permission to post your resume free** of charge for viewing by top engineering employers in NSBE's Job Placement Center (JPC). Search for full-time job opportunities.
- **Access to Fortune 500 companies** during the Career Fair and Networking Suites at the Annual Convention/Technical Professionals Conference.
- **Waived first-year Professional Membership dues** for NSBE Collegiate members upon graduation with an undergraduate degree, within the first year of degree completion (a \$50 value).
- **Opportunities to apply** for NSBE scholarships and NSBE fellowships.
- **Mentoring and community** outreach opportunities.





## Member Benefits (continued)

- **Membership in Special Interest Groups (SIGs)**, a trusted network designed to address specific affinity and industry needs.

NSBE offers a strong community of Special Interest Groups (SIGs) that bring together industry leading experts from across a variety of industries. (Aerospace, Energy, Entrepreneurship, Environmental, Healthcare, Intellectual Property, IT, Process Improvement, Public Policy, Transportation and Women in Science & Engineering).

- **Access to free** or discounted specialized trainings and certifications (AWS Cloud Practitioner, Six Sigma Yellow Belt training, PMP, Agile, and more).







## **New Member Individual Challenge**

### **INDIVIDUAL ELIGIBILITY**

- Only active NSBE Professional or Lifetime members in good standing can participate in the membership drive program.
- Membership is valid through July 31st of the next fiscal year.
- To receive credit for each recruitment, please have the person you are recruiting use your first/last name or member ID number in the “referred by”... field in the membership application.
- Contest ends at 11:59 PM December 31, 2021.

### **INDIVIDUAL PRIZES**

There are three tiers of prizes including a drawing for the grand prize (Tier 1). Participants must recruit new Professional members. These are individual who have never been a NSBE member or who have not been a member during the last membership year, August 1, 2020 to July 31 2021. Note: A graduating senior exercising their waived first-year Professional Membership dues would not meet the new NSBE member criteria above.

#### **Tier 1 (Grand Prize Raffle - 1 winner)**

- Recruit 20+ new Professional members and you will receive 3 entries into the raffle to win a 4-night complimentary hotel stay from Wednesday, March 23rd - Sunday, March 27th as well as complimentary registration for the annual conference (nontransferable). Transportation not included.
- Automatic eligibility for Tier 1 and Tier 2 prizes.

#### **Tier 2**

- Recruit 10+ new Professional members (Prize: \$100 visa gift card).
- 10 names will be randomly selected from the Tier 2 achievers will receive 1 entry into the Grand Prize Raffle.
- Automatic eligibility for Tier 1 prizes.

#### **Tier 3**

- Recruit 5+ new Professional members. (Prize: NSBE Swag Bag - includes NSBE branded T-shirt, pen, and water bottle)
- 5 names will be randomly selected from the Tier 3 achievers and will receive 1 entry into the Grand Prize Raffle.





## **New Member Chapter Challenge**

### **ARE YOU READY TO RISE TO THE CHALLENGE?**

**The new member chapter challenge is a friendly competition to:**

- Grow your membership.
- Get recognized at the Annual Convention and Professional Development Conference.
- Be recognized on our social media channels and website.

**Challenge:** **To recruit a minimum of 50 new Professional members**

### **CHAPTER ELIGIBILITY**

- Only active NSBE Professional Chapters in good standing can participate in the membership drive program.
- Chapter must have at least 10 paid members and the required officers.
- To receive credit for each recruitment, the new member must provide your name and email in the referred by field in their member's application.
- Chapters must recruit new Professional members. These are individual who have never been a NSBE member or who have not been a member during the last membership year, August 1, 2020 to July 31 2021. Note: A graduating senior exercising their waived first-year Professional Membership dues would not meet the new NSBE member criteria above.

### ■ **CHAPTER PRIZES**

- Winning chapter to receive 5 tickets to celebrate at the VIP & Lifetime Member Reception at Annual Convention.
- Chapters to be entered into drawing to receive preferred seating at the Golden Torch Awards.





## New Member Chapter Challenge (continued)

### TIPS FOR RECRUITING NEW MEMBERS

*“There’s something really powerful about groups and shared experiences. People might be skeptical about their ability to change if they’re by themselves, but a group will convince them to suspend belief. A community creates belief.” - Charles Duhigg*

### HERE ARE SOME SUGGESTIONS TO HELP YOU CONNECT TO POTENTIAL MEMBERS AND ENCOURAGE THEM TO JOIN NSBE:

- Share the benefits of NSBE with your friends and colleagues.
- Coordinate an event at your place of employment or host a virtual information happy hour with your local community.
- Invite a prospective member to attend a NSBE event.
- When discussing membership with a prospect listen for clues as to what they look for in a professional association. Stress the member benefits that meet their needs.







## Email Templates

### (INDIVIDUAL CHALLENGE TEMPLATE)

Dear (Insert Name),

I wanted to invite you to join the National Society of Black Engineers. As you might know, our mission is to increase the number of culturally responsible black engineers who excel academically, succeed professionally and positively impact the community. For me, the value has been endless in terms of member benefits, leadership and professional development. And the NSBE Professionals are consistently providing pathways to excellence.

As a member you can receive product and service benefits such as:

- Discounted registrations for conferences and other events such as the Annual Convention/Technical Professionals Conference held annually in the spring.
- Membership in NSBE Special Interest Groups (SIGs), which address specific areas of engineering and STEM-related fields.
- Access to Fortune 500 companies during the Career Fair and Networking Suites at the Annual Convention/Technical Professionals Conference.

**Join today by visiting [www.nsbe.org/membership](http://www.nsbe.org/membership).** Please indicate my name and member id# in the referral section of the application. Let me know if you have any questions about NSBE.



## Email Templates (continued)

### (CHAPTER CHALLENGE TEMPLATE)

Dear (Insert Name),

As a leader of the National Society of Black Engineers, the largest student governed technical professional association dedicated to increasing the number of culturally responsible black engineers who excel academically, succeed professionally and positively impact the community, it is my pleasure to invite you to join our society. My membership experience has allotted me the opportunity to develop my leadership skills and find my community within my technical industry.

As a member you can receive product and service benefits such as:

- Opportunities to apply for NSBE scholarships/fellowships.
- Mentoring and community outreach opportunities.
- Membership in NSBE Special Interest Groups (SIGs), which address specific areas of engineering and STEM-related fields.

**Join today by visiting [www.nsbe.org/membership](http://www.nsbe.org/membership).** Please indicate my name and member id# in the referral section of the application. Let me know if you have any questions about NSBE.





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**Social Media (Visuals)**

**DOWNLOAD THESE IMAGES AT [NSBE.ORG/TOOLKIT](https://nsbe.org/toolkit)**

**Advance Your Career message:**



Twitter/Instagram: 1080 px x1080 px



LinkedIn/Facebook: 1200 px x630 px

**Increase Your Network message:**



Twitter/Instagram: 1080 px x1080 px



LinkedIn/Facebook: 1200 px x630 px



## Social Media (Copy)

**PLEASE ADD TWO LINES TO THE CURRENT VERBIAGE ON HOW YOUR MEMBERSHIP HAS BEEN INVALUABLE.**

### Twitter

Join me and 4K+ technical professionals to inspire the next generation, serving as a catalyst for transforming the culture of engineering.

**Join Today!** [www.nsbe.org/membership](http://www.nsbe.org/membership)

### Instagram

Join me and 4k+ technical professionals while we network and develop and display excellence. What are you waiting for? Join the most influential group of engineering professionals in the country. **Become a member today!** [www.nsbe.org/membership](http://www.nsbe.org/membership)

### LinkedIn/Facebook

**Message (1)** Join as an individual or Organization- Meet the challenge of Change! The National Society of Black Engineers is committed to producing and sustaining black technical professionals who have the abilities, skills, and self-confidence to meet the great challenges that are transforming the world today. Join #NSBE and be part of the solution for yourself and your community! Be sure to mention that I introduced you to NSBE on your membership application.

**[www.nsbe.org/membership](http://www.nsbe.org/membership) #Membership**

**Message (2)** Join me @NSBE and 4k+ technical professionals as we provide a pathway to excellence. Be sure to mention that I introduced you to NSBE on your membership application.

**[www.nsbe.org/membership](http://www.nsbe.org/membership)**





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**Are you ready to meet the  
challenge of change?**

The National Society of Black Engineers is committed to producing and sustaining Black technical professionals who have the abilities, skills, and self-confidence to meet the great challenges that are transforming the world today. Join NSBE, and be part of the solution, for yourself and your community!

**For more information,  
please contact:**

**National Society of  
Black Engineers**  
Attn: Membership and  
Registration Dept.  
205 Daingerfield Road  
Alexandria, VA 22314

**E: [membership@nsbe.org](mailto:membership@nsbe.org)  
P: 703.549.2207**

**[www.NSBE.org](http://www.NSBE.org)**

