

National Society of Black Engineers



REFER 10: RECRUITMENT INITIATIVE

MEMBERSHIP TEAM

TABLE OF CONTENTS

PURPOSE:..... 2
HOW IT WORKS: 2
RULES:..... 2
DRAWING:..... 2
PRIZE:..... 2
ANNOUNCEMENT: 2
REFER 10: E-MAIL MESSAGE - ALUMNI 3
REFER 10: E-MAIL MESSAGE – COLLEGIATE 4
REFERRAL E-MAIL MESSAGE..... 5

PURPOSE:

“Refer 10” is a membership recruitment initiative designed to encourage current membership to support the recruitment effort by referring 10 potential members to NSBE at any of the three levels—technical professional, collegiate or NSBE Jr. The program is not limited to any particular demographic although it is likely that most referrals will mainly be generated by technical professional and collegiate members.

HOW IT WORKS:

Per the program’s procedures, a nationally recognized active NSBE member will refer 10 people to join NSBE. Once all 10 people have joined NSBE, the referring member will become eligible to win selected prizes. Members can refer more than 10 people; however, they will only receive a drawing opportunity for each 10 people that join. This campaign will be primarily supported through e-mail, along with an announcement in the NSBE magazine. Referrals will be tracked in NOL and managed by the Membership Team at the World Headquarters.

RULES:

1. The participant must be a nationally recognized active NSBE member.
2. Individuals who were NSBE members in the previous year are NOT eligible for renewal under this program.
3. All 10 referrals must join one of the three demographic groups of the organization (technical professional, collegiate or NSBE Jr.) during the referral year.
4. The name of the member making the referral must be indicated on the online membership form.
5. All referred member must join by February 1 of each year.

DRAWING:

End of February

PRIZE:

Technical Professional – One free Lifetime Membership
Collegiate – One free National Convention Registration

ANNOUNCEMENT:

Alumni – National Convention; Life Member Recognition Ceremony
Collegiate – E-mail March 1

REFER 10: E-MAIL MESSAGE – TECHNICAL PROFESSIONALS

Dear NSBE Technical Professional Member,

How would you like a chance to win a FREE lifetime membership to the National Society of Black Engineers? Your Membership Team has created a program called “Refer 10.” For every 10 people you help join the National Society of Black Engineers, you earn a chance to win a free lifetime membership and the opportunity to say good-bye to national dues FOREVER.

Here is what you need to do:

1. Find 10 people interested in becoming NSBE members and who were not members in the past year or previous years.
2. Have the member enter your member ID number in the referral field on their online membership form.

To be eligible:

1. You must be a financial NSBE member.
2. All 10 referrals must join one of the three demographic groups of the organization (technical professional, collegiate or NSBE Jr.) during the referral year.
3. The member making the referral must be indicated on the online membership form.

The winner will be announced at the National Convention during the Life Member Recognition Ceremony. You have until February 1 for your referred members to become a member. If you have any questions, please forward them to membership@nsbe.org.

REFER 10: E-MAIL MESSAGE – COLLEGIATE

Dear NSBE Collegiate Member,

How would you like the chance to win a FREE National Convention Registration? Your Membership Team has created a program called “Reference: 10”. Each time you refer 10 people to join the National Society of Black Engineers, you earn a chance to win a free registration for the National Convention.

Here is what you need to do:

1. Find 10 people interested in becoming NSBE members and who were not members in the past year or previous years.
2. Have the member enter your member ID number in the referral field on their online membership form.

To be eligible:

1. You must be a financial NSBE member.
2. All 10 referrals must join one of the three demographic groups of the organization (technical professional, collegiate or NSBE Jr.) during the referral year.
3. The member making the referral must be indicated on the online membership form.

The winner will be announced the first week in March via e-mail. You have until February 1 for your referred members to become a member. If you have any questions, please forward them to membership@nsbe.org.

REFER 10: E-MAIL MESSAGE

To: Potential NSBE Members
From: Current NSBE Member
Subject: Join NSBE Today!

Dear Colleague:

Have you ever heard of the National Society of Black Engineers? If you have, you know what a great organization it is. If you have not, let me tell you what a great opportunity it is to be a member.

NSBE's *mission is to increase the number of culturally responsible Black engineers who excel academically, succeed professionally and positively impact the community.* Since April 1975, NSBE has been committed to cultivating and promoting the academic and professional success of African-American engineering students and professionals. NSBE serves three demographics alumni/technical professionals, collegiate students, and grade school students.

To learn more about NSBE, please visit the NSBE website at www.nsbe.org. After you have determined which category you fit into, use the Web site to complete an online membership form. We are constantly improving our online services and NSBE Online (NOL) is our latest application. In addition to the existing membership and chapter chartering, NOL is the location for event registration, our digital job bank, and scholarship applications. After you have taken a few minutes to complete your online membership form, take some time to take a look at the other features.

As your friend and colleague, I would like congratulate you for taking the time to invest in your future. When you join, **please be sure to enter my membership number _____ in the referral box on your online membership form.**