



**CBTU**  
INTERNATIONAL

## **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.