NAJA and Girl Scouts Partner for Stand Beside Her Week, October 25-31

NAJA will partner once again with the Girl Scouts Heart of the South Council and their Stand Beside Her Week initiative during the week of October 25-31, 2015. Created and launched last year, this movement is a call to action initiative to mentor, support and develop women and girls; to end comparison and competition and create more collaboration and support for one another. The Council and their initiative encourages people to commit to supporting girls and women in their life, their home, their office, and in their community. We encourage all Junior Auxiliary members and Chapters to get involved, whether it is as an individual or as an entire Chapter. You can sign a pledge to stand with the Girl Scouts in this initiative – even if you simply pledge to avoid using negative words and phrases during the week-long movement. Chapters outside of the Heart of the South Council can also participate in this initiative. Be creative and find ways to support young women in your communities!

http://girlscoutshs.org/sbh_get-involved

For more information on how you and/or your Chapter can get involved, visit their official website: http://girlscoutshs.org/stand-beside-her

Membership Increase Update

The Membership Committee is working hard to create a new recognition for ALL CHAPTERS who increase their membership by at least ten percent (with a minimum of 5 new members)! How does this differ from our More Members Matter Award? More Members Matter focuses on our smaller Chapters of 25 members or less that increase membership by at least 25 percent in a year. However, the Membership Committee would also like to reward the hard work and dedication of Chapters who increase and maintain their new members, regardless of Chapter size. Recipients of this award will be sporting some new "nametag bling" at AEC. No applications will be necessary – your fabulous numbers will speak for themselves! Watch for your Crown Points E-Newsletter in the early spring for more details and our name reveal!

Need some help with membership? There are tools and helpful ideas in your Membership Manual, on the NAJA website (check the bar on the left side), and always feel free to contact your CSC or a Membership Committee Member.

Area Meetings 2015

Southern Area Meeting

October 3, 2015

Registration Deadline - September 21, 2015

Lake Terrace Convention Center

1 Convention Center Plaza; Hattiesburg, MS

#najaarea mtg

#whatsyourja superpower

AEC 2016! Super Heroes Walking in Memphis!

I remember as a Provisional member reading the Junior Auxiliary prayer and realizing that it’s not only a prayer but a mission. In the prayer it says, “Send us . . .” The “us” is you and me, the members. We each begin our membership journey when we are recruited to join a Chapter. How does your Chapter recruit committed members? If your Chapter is struggling to recruit new members maybe it’s time to review your constitution and bylaws and change your recruiting traditions. Benjamin Franklin said, “When you’re finished changing, you’re finished”. My local Chapter realized it was time to change recruiting traditions a few years ago and they have seen positive results.

The tools for recruiting are endless. If you need ideas, your PR and Membership Committees are here to help with tools available on the NAJA website for recruitment!

Visit najanet.org and click on Membership, Recruitment on the left menu bar for an “Informational Meeting” agenda, packet list, fact sheet, etc. Use the Membership Manual also available on the website. Send PSAs to your local radio stations to promote your Chapter, an informational meeting, service project or fundraiser. PSAs are available for use under MP3Files. If your Chapter doesn’t have a brochure, have one professionally designed and printed, ask a member to design one, or purchase some NAJA brochures. NAJA brochures can be ordered with a blank panel for imprinting your Chapter’s information. Participating in community events, local festivals, parades or school fairs is a great opportunity to recruit members. Joining the local Chamber of Commerce is a great way to network and recruit in the community. Promote your Chapter through a website, local newspaper or magazine, Facebook, Twitter, Instagram or YouTube. Send a letter to the editor to promote your Chapter and create interest. Send press releases and photos to the local paper when your Chapter attends AEC and Area Meetings. Wear your service attire and remember to use one of the NAJA logos as we continue to build our brand.

Recruiting Tools