



20 In 2 Membership Drive!

The North Alabama Veterans and Fraternal Organizations Coalition (NAVFOC) launched the “20 in 2” - *New Affiliate Organizations* campaign back on March 1, 2016. NAVFOC has been thankful to have Affiliate Organizations that are passionate, committed, and full of zeal in their support of Northern Alabama.

All Coalition Affiliates are encouraged to participate in this grass roots campaign by sharing their individual NAVFOC experiences with their colleagues, community partners, and other similar organizations. The positive impact that the Coalition and Affiliates have had on our communities should not be a secret. Increased participation will lead to even more opportunities for Coalition Affiliates to foster professional growth, expand networking opportunities, and drive change.

The benefits of NAVFOC are well worth sharing with others:

- **Shared Platform:** Serves as a venue and communication conduit for affiliate organizations.
- **Information Sharing:** Provides affiliate organizations with an opportunity to network, present and share information, and learn about best practices.
- **Advocate:** Acts as a common voice for the affiliate organizations on matters of common interest.
- **Reduce Overhead Cost:** Coordination and sponsorship of events and activities of interest to the affiliate organizations.
- **Advertisement:** Provide information sharing and promotion of affiliates' information on our website (<http://navfoc.org/>).

The process is as easy as **A, B, C!** **A**ppeal to community partners, **B**uild relationships, and **C**onnect to member organizations. The *20 in 2 Campaign* includes an incentive program for every Affiliate organization in good standing. For every new affiliate organization approved to join, and who pays the annual fee within 10 days of recommendation, the referring Affiliate (in good standing according to our Bylaws) organization will receive a \$10 reduction in the cost of their membership renewal. For example, 1 paid new Affiliate organization = \$40 renewal fee for next year membership renewal; 2 paid new member organizations results in a \$30 renewal fee for next year membership renewal.

Each One - Reach One: We are asking each of you to reach out and recruit at least ONE new affiliate organization. In 2 years, our Coalition will grow by half of our current affiliate organization and it will double in 4 years.

The High Five Club: Can you recruit five or more new affiliate organizations in fiscal year 2016 and become a part of the “High Five Club” and be recognized with a free (wavier) membership renewal in Fiscal Year 2017? We will do the “High Five Club” again in FY 2017 and we will also be waiving the FY 2018 membership fee. Lastly, the highest recruiting affiliate organization (recruiting at minimal 3 new paid affiliate organizations) will be awarded free tickets for two to our NAVFOC Dining In/Out that is currently being planned.

