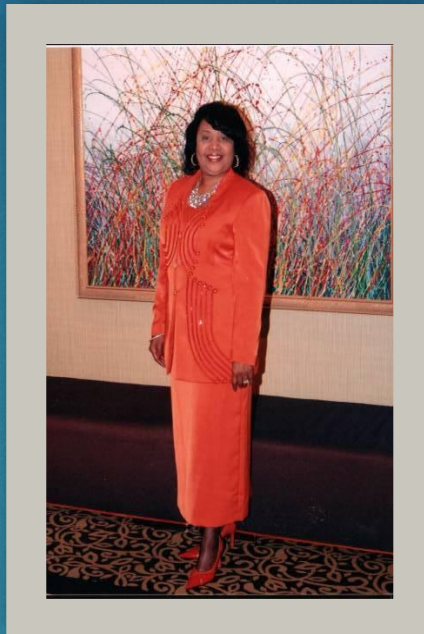


Connectional Lay Organization

First Vice President, Dr. Dorothy Henderson

MEMBERSHIP RECRUITMENT AND
RETENTION
STRATEGY PLAN
AND
ROADMAP TO SUCCESS"



CLO Executive Board Report

Lay Commission Chair, Bishop Stafford J. N. Wicker

President, Brother Matikane Abednego Makiti

Director of Lay Activities, Sister Patricia Wright

Young Adults Representative, Sister Jamesha Williams



ROLES AND RESPONSIBILITIES

- ▶ **President Matikane Abednego Makiti's VISION FOR THE CONNECTIONAL LAY ORGANIZATION FOR THE PERIOD 2021 – 2025 as it relates the First Vice President Position- is in Item number five (5) as listed below:**
 - ▶ Develop a solid ministry and Membership Growth
- ▶ 5. A solid ministry and Membership Growth – Our CLO membership numbers from District 1 - 20 are not growing. We will not be able to determine the number of members that we have and hope to attract, unless we implement and work on more effective strategies that increase our membership.
- ▶ This means that we need to carefully evaluate the efforts of the past years to identify and determine the most effective tools to reach out to as many people as possible and how to galvanize resources for the kingdom building.
- ▶ Working with the Office of the 1st Vice President, the CLO should work on refining the Membership Growth and Recruitment Manual/ Guide to assist Episcopal Districts to continue to embark on programs that will guarantee growth and agility of the Connectional Lay Organization. Of outmost importance is the need for the CLO to grow and strengthen our footprints in all Districts, 1-20.

The First Vice President Membership Recruitment and Retention Strategy Plan and Roadmap to Success:

- ❖ Develop an Electronic Database for capturing Membership Recruitment and Retention **Ongoing**
- ❖ Establish Brainstorming Workgroups and Focus Groups to unlock hidden Lay Membership Recruitment Strategy Plans **Ongoing**
- ❖ Point prospective Laity to an online page for signing up or offer to have someone from the group call them to help them with their enrollment (Maybe a Young Adult) **Ongoing**
- ❖ Recruit and Secure additional stakeholders and Partners to increase Lay Members **Ongoing**
- ❖ Develop Lay survey forms to determine reasons why members are exiting **Annually**
- ❖ Develop a Lay Survey form to address issues raised from the data and information received from surveys **Annually**
- ❖ Mobilize a Lay Membership Roundup, online Application form and Secure/Develop Lay Membership Pins Developed by the CLO DOLA **Ongoing**
- ❖ Ensure that Lay Organization messages reach the Episcopal District, Conference Presiding Elder Districts and Local Level of all Benefits the Lay Organization has to offer, to include video Clips, Testimonials and Success Stories. July 23, 2022, 12:00 Noon EST **Ongoing**
- ❖ Ensure the Bishop of the AME Church, Pastors, Clergy, Presiding Elders, General Officers, Connectional Officers, Episcopal District Officers, Conference Officers, Local Church Officers, Sons of Allen, Richard Allen Young Adult Council (RAYAC), All Component Heads, Local Church Laity and all Others are invited to your Recruitment Day Explosion Meeting, July 23, 2022, at 12:00 Noon, EST as well as other Lay Organization functions. **Ongoing**

What Can the Lay Organization Offer Young Adults???

Items of Attraction for Young Adults

In Conjunction with the CLO Young Adult Representative, Ms. Jamesha Williams and the Richard Allen Young Adult Council (RAYAC) President, Ms. Martinique Mix, Develop Creative approaches in Recruitment of Young Adults to include written materials for Global distribution and Coordinating with the CLO Director of Public Relations, CLO Director of Lay Activities, the AME Publisher and the Christian Recorder Editor, Young Adult on all Levels input and inclusion, put them to work.

- ❖ The Lay Organization Offer Young Adults Leadership Opportunities- We Offer Leadership Training opportunities, Spiritual Development and Mentoring that will advantage young Adults Professional growth in the Church and Business World.
- ❖ Global Networking opportunities and ways to expand Connections and Horizons

Recruitment and Retention Strategies !!

Up-Coming Events

- ❖ Lay Membership Roundup Day.....Online Local Lay Membership Application form
- ❖ Develop a Lay Membership Pin to coordinate with the emblem Developed by the DOLA
- ❖ Sharing Success Stories, Testimonials and Video Clips of Recruitment News
- ❖ Awards for Membership Competition Event (Episcopal District to Local Level Awards)
- ❖ **A Global Membership Recruitment Explosion Day of Celebration-July 23, 2022-12Noon EST**
- ❖ Ensure Each Local Church Institute a Lay Day Program to Include Membership Recruitment
- ❖ Developing a Membership Recruitment Manual Guide of Best Practices from Episcopal District 1-20, as well as PowerPoints, pamphlets and Brochures sharing Sessions utilizing our CLO Website.

How far are you with your goals as discussed in the “one on one” with the CLO President?

❖ **Action Items- CLO First Vice President**

1. Develop Creative approaches in Recruitment to include written materials for Global distribution by working with the CLO Director of Public Relations, CLO Director of Lay Activities, the AME Publisher and the Christian Recorder Editor.

On-Going

2. Develop and Implement Recruitment training modules to be presented Globally relating Recruitment efforts. **In-progress**

3. Re-assess resources to assist members in Districts 1-20. **Task Completed**

4. Increase organization's support with the Bishops of the Church, Presiding Elders, Clergy and Laity. **On-going**

5. The First Vice President, the CLO should work on refining the Membership Growth and Recruitment Manual/ Guide to assist Episcopal Districts to continue to embark on programs that will guarantee growth and agility of the Connectional Lay Organization. Of outmost importance is the need for the CLO to grow and strengthen our footprints in all Districts, 1-20. **On-going**

How does accomplishing your goals align with the CLO President's vision.

Develop a solid ministry and Membership Growth

#5. President Makiti's Vision for the First Vice President: Develop A solid ministry and Membership Growth – Our CLO membership numbers from District 1 - 20 are not growing. We will not be able to determine the number of members that we have and hope to attract, unless we implement and work on more effective strategies that increase our membership.

Response:

The First Vice President Team that consist of First Vice Presidents on all Levels of the AME Church are securing Success stories surrounding membership recruitment and retention, and Testimonials pertaining to joining the Lay Organization as well as other topics as following:

- ❖ Recognition of obstacles hindering recruitment/retention
- ❖ Creation of letter requesting success stories throughout the connectional Lay Organizations
 - ❖ Traveling Lay Organization option (Group Visitation)
- ❖ Creation of testimonials in video format of approximately two minutes
 - Presentation of videos as a series
 - Video clips demonstrating member enthusiasm and providing insightful information
 - Introductory statement from CLO President as an opening for the series
- ❖ Utilization of platforms as a membership tool for recruitment and retention across the Connection

Remove barriers by Utilizing the Following and Providing Goodies and Benefits:

- ❖ Create an online membership application form that can be secured through the CLO Website and filtered down to the Local Lay Organization
- ❖ Develop Lay Membership Cards for Members *In progress*
- ❖ Create an Attractive Professional Certificates to be presented during Lay Witness night and at Lay Day Celebrations.
- ❖ Establish a competition Event Celebrating New Members among Districts with Awards presented (*Goodies and Benefits*)
- ❖ Have a Virtual or Social Distance In-Person Birthday Cake and Punch Celebration Training Session or Other Event.....Make it easy for the new member to join the group, have membership Application forms available. *In Progress*
- ❖ Point prospective Laity to the CLO Website for signing up utilizing the Online Membership Application form that will be filtered down to the Local Lay Organization or offer to have someone from the group call prospects and assist with the form completion if necessary (Maybe a Young Adult)
- ❖ *After Presentations or other Contact- --Follow up within one (1) week* to see if the individuals have any questions about the Lay Organization or would like additional information. Make sure the prospected candidates know they can contact you at any time if questions arise. Certainly not everyone you approach will sign up to be a member the first time you contact them, *who knows??? On Going*

Committee Assignments

****Lay Membership Cards**

Betty Tuggle, Chair
Qeindaba Khumalo
Milton Chamblis

****Lay Certificate for New Members**

Robert Turner, Chair
Donna-Lee Chandler-Smith
Kalenga Caesar

****Lay Membership Pin**

Florence Warren, Chair
Dr. Kimberly Brooks
Nakeshia Irving
Robert Turner

****Local Lay Membership Application form**

Beverly Nutall, Chair
Leroy Linen
Benjy Mfolo
Dr. Kimberly Brooks

****Membership Recruitment & Retention Success Stories**

Patricia Mayberry, Chair
Kimberly Gordon Brooks
John Love, Member
Ray Thomas, Member
Millie Davis, Member

Sponsorship Committee

Dr. Dorothy Henderson, Chair
Mr. Reginald McGill
Robert Turner
Angela Pettis
John Love
Yvonne Stovall
Jerry Turner- Host District President
William Ayers

****Special Thanks to Ntsako Chuma who assisted with Membership Recruitment Districts 14-20.**

****Special Assistants to 1st Vice President**

Ms. Alicia Cotton
Mrs. Emma McGriff
Ms. Dee Bell
Ms. Betty Tuggle

Membership and Recruitment Roster

Membership by Episcopal Districts 2019-2022

1st Episcopal District					
Total Laity Joined		36			
Total # of Laity		2699			
New Local Lay Org.		2			
Total # of Local Lay Org.		200			
2nd Episcopal District					
Total Laity Joined		300			
Total # of Laity		2535			
New Local Lay Org.		15			
Total # of Local Lay Org.		194			
3rd Episcopal District					
Total Laity Joined		10			
Total # of Laity		940			
Total # of Local Lay Org.		97			
4th Episcopal District					
Total Laity Joined		50			
Total # of Laity		2500			
Total # of Local Lay Org.		145			
5th Episcopal District					
Total Laity Joined		105			
Total # of Laity		455			
Total # of Local Lay Org.		154			

6th Episcopal District				
Total Laity Joined		5		
Total # of Laity		3950		
New Local Lay Org.		2		
Total # of Local Lay Org.		250		
7th Episcopal District				
Total Laity Joined		75		
Total # of Laity		1575		
New Local Lay Org.		4		
Total # of Local Lay Org.		532		
8th Episcopal District				
Total Laity Joined		42		
Total # of Laity		413		
New Local Lay Org.		7		
Total # of Local Lay Org.		49		
9th Episcopal District				
Total Laity Joined		12		
Total # of Laity		450		
New Local Lay Org.		10		
Total # of Local Lay Org.		203		
10th Episcopal District				
Total Laity Joined		20		
Total # of Laity		1383		
New Local Lay Org.		3		
Total # of Local Lay Org.		144		

Membership by Episcopal Districts

11th Episcopal District				
Total Laity Joined		112		
Total # of Laity		1347		
New Local Lay Org.		8		
Total # of Local Lay Org.		387		
12th Episcopal District				
Total Laity Joined		100		
Total # of Laity		1000		
New Local Lay Org.		30		
Total # of Local Lay Org.		300		
13th Episcopal District				
Total Laity Joined		24		
Total # of Laity		1300		
New Local Lay Org.		3		
Total # of Local Lay Org.		130		
14th Episcopal District				
Total Laity Joined		0		
Total # of Laity		1456		
New Local Lay Org.		0		
Total # of Local Lay Org.		52		
15th Episcopal District				
Total Laity Joined		28		
Total # of Laity		8153		
New Local Lay Org.		7		
Total # of Local Lay Org.		193		



Membership by Episcopal Districts

16th Episcopal District				
Total Laity Joined		227		
Total # of Laity		1977		
New Local Lay Org.		7		
Total # of Local Lay Org.		90		
17th Episcopal District				
18th Episcopal District				
Total Laity Joined		40		
Total # of Laity		610		
19th Episcopal District				
Total Laity Joined		207		
Total # of Laity		4,500		
New Local Lay Org.		2		
Total # of Local Lay Org.		236		
20th Episcopal District				
Total Laity Who Joined in 2019-2022		3,853		
Total # of Laity in Districts		41,123		
New Local Lay Org. 2021		250		
Total # of Local Lay Org. in 2021		7096		

Membership by Episcopal Districts



The Connectional Lay Organization

Who are the *STAKEHOLDERS*?

- ▶ The Bishops of the AME Church, Pastors, Presiding Elders, General Officers, Connectional Officers, Episcopal District Officers, Conference Officers, Local Church Officers, Sons of Allen, Richard Allen Young Adult Council (RAYAC), Component Heads, Dr. Jeffery Cooper, AME General Secretary, Mr. John Thomas, Christian Recorder, Local Church Laity.

How will the stakeholders benefit from your efforts?

The stakeholders will benefit through the Connectional Lay Organization "Membership Explosion" having A solid ministry and Membership Growth through the AME Church, District 1-20 Membership Growth will become reality – Our CLO membership numbers from District 1 - 20 are growing We have **41,123** Organized Lay Members thus far. **A Growth of 3,853 from 2019-2022.**

The First Vice President's team has effectively Developed a Strategy Implementation Plan that is Solid. We are Excited about our Plan of Action! We Are a TEAM!! Working together for A Membership Explosion within the Lay Organization and the AME Church. Yes, Members are eagle to join our Organization.

Special Assignment

*Sponsorship, Chairperson And Other Activities

- ❖ President Makiti asked the First Vice President to Chair the Sponsorship Committee. This Task is in Progress
- ❖ The First Vice President Participated in a Book Club Session in the 11th District with Mr. Bill Dickens and Team to Promote the Lay Historical Journal (Reading Listening and Learning (Zoom Audience)
- ❖ Participated in a Series of Black History Month Zoom Presentations History of the Connectional Lay Organization and the AME Church
- ❖ Fulfilled all other Duties and Tasks as assigned by the CLO President Makiti.
- ❖ Special thanks to the First Vice Presidents on all levels, the Episcopal District Lay Presidents for your Kindness and support.
- ❖ Special Recognition to the Mr. John Love, 11th District and Mr. Leroy Linen, 7th District for

**SATURDAY
JULY
23RD
2022**

12:00NOON EST



Join the Connectional Lay Organization for a

MEMBERSHIP RECRUITMENT

Explosion Day



Meeting ID: 814 7935 4461

Passcode: 010170

Dial In: 929-205-6099

*Global Success Stories/Testimonials
from Laity across the AME Church

*Lay Membership and Recruitment Testimonials

*Creative Recruitment Ideas

*Introduction to the following:
Lay Recruitment Manual
Lay Membership Certificate
Lay Membership Card & Pin

plus Much, Much, More

Sponsored by First Vice Presidents on
all Levels of the Organized Lay Organization

Dr. Dorothy Henderson
Connectional Lay Organization
1st Vice President

Mr. Matikane Abednego Makiti
Connectional Lay Organization President

Thank You for Getting on Board the Henderson Train

The Engineer
Christ

The Superintendent
God the Father

The Conductor
Dr. Dorothy C. Henderson

**With our Destination..... A Membership
Explosion Goal of 20,000+
**Goal Exceeded
and Growing 41,123**





The End

Dr. Dorothy Henderson, CLO First Vice President

P. O. Box 954

Warren, Arkansas 71671

870-820-3215

DorothyLHenderson@att.net