

ncnw
commitment | unity | self reliance

membership drive toolkit



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NATIONAL COUNCIL OF NEGRO WOMEN, INC.

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Dear NCNW Section President,

We hope this letter finds you in good spirits and good health. This letter comes to convey our excitement and appreciation for all you are doing to make the J.O.I.N. Membership Drive a success. It is evident to us that you are reaching out to your friends, family and former members to reach **our goal of each member bringing in one new (or returning) member**. Since the drive launched on April 20, 2017, we have engaged more than 400 new and returning members.

We promised to provide you a ***Forever NCNW Toolkit*** to help with the recruitment effort. We are pleased to say that enclosed with this letter are the materials you will need to fulfill your goals. Please share these materials with each member of your Community-based Section or Life Member Guild.

Your new Toolkit is enclosed. In it, you will find:

1. Ten copies of the new Membership Brochure/Application (If you need more, you may download the brochure from www.ncnw.org and have it duplicated at your favorite printer. To assure consistency, please do not amend the brochure; please use glossy paper of at least 24lb weight and print in color.)
2. Organizational Statement of Purpose
3. Bethune Legacy – Last Will and Testament
4. Statement of Non-partisan Advocacy
5. Appendix – Public Policy Statements

We request that you encourage members to join and renew online at www.ncnw.org. Electronic submission saves time, energy and the environment. It is also a great way to keep up with NCNW in real time. Every edition of the *Sisters Newsletter* and all of the webinar materials may be found at www.ncnw.org.

Thanks, again for all you are doing to keep NCNW focused on the future.

Very truly yours,

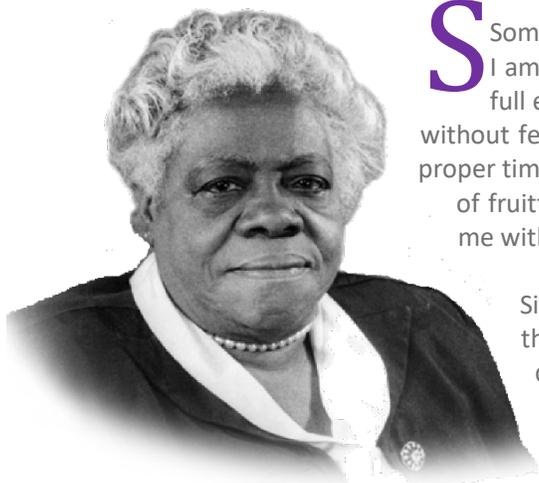
Ingrid Saunders Jones
NCNW National Chair

A. Lois Keith
NCNW National Vice Chair

NCNW ORGANIZATIONAL STATEMENT OF PURPOSE

The National Council of Negro Women is an “organization of organizations” (comprised of 200 community-based sections and 30 national women’s organizations) that enlightens, inspires and connects more than 3,000,000 women and men. Its mission is to lead, advocate for and empower women of African descent, their families and communities. NCNW was founded in 1935 by Dr. Mary McLeod Bethune, influential educator and activist, and for more than fifty years, the iconic Dr. Dorothy Height was president of NCNW. Ms. Ingrid Saunders Jones was elected Chair of NCNW in 2012, ushering in a new era of progress and growth for the organization. Today, NCNW’s programs are grounded on a foundation of critical concerns known as “Four for the Future”. NCNW promotes education with a special focus on science, technology, engineering and math; encourages entrepreneurship, financial literacy and economic stability; educates women about good health and HIV/AIDS; promotes civic engagement and advocates for sound public policy.

BETHUNE LEGACY



Sometimes as I sit communing in my study I feel that death is not far off. I am aware that it will overtake me before the greatest of my dreams – full equality for the Negro in our time – is realized. Yet, I face that reality without fear or regret. I am resigned to death as all humans must be at the proper time. Death neither alarms nor frightens one who has had a long career of fruitful toil. The knowledge that my work has been helpful to many fills me with joy and great satisfaction.

Since my retirement from an active role in educational work and from the affairs of the National Council of Negro Women, I have been living quietly and working at my desk at my home here in Florida. The years have directed a change of pace for me. I am now 78 years old and my activities are no longer so strenuous as they once were. I feel that I must conserve my strength to finish the work at hand.

Already I have begun working on my autobiography which will record my life-journey in detail, together with the innumerable side trips which have carried me abroad, into every corner of our country, into homes both lowly and luxurious, and even into the White House to confer with Presidents. I have also deeded my home and its contents to the Mary McLeod Bethune Foundation, organized in March, 1953, for research, interracial activity and the sponsorship of wider educational opportunities.

Sometimes I ask myself if I have any other legacy to leave. Truly, my worldly possessions are few. Yet, my experiences have been rich. From them, I have distilled principles and policies in which I believe firmly, for they represent the meaning of my life's work. They are the products of much sweat and sorrow.

Perhaps in them there is something of value. So, as my life draws to a close, I will pass them on to Negroes everywhere in the hope that an old woman's philosophy may give them inspiration. Here, then is my legacy.

I LEAVE YOU LOVE. Love builds. It is positive and helpful. It is more beneficial than hate. Injuries quickly forgotten quickly pass away. Personally and racially, our enemies must be forgiven. Our aim must be to create a world of fellowship and justice where no man's skin, color or religion, is held against him. "Love thy neighbor" is a precept which could transform the world if it were universally practiced. It connotes brotherhood and, to me, brotherhood of man is the noblest concept in all human relations. Loving your neighbor means being interracial, interreligious and international.

I LEAVE YOU HOPE. The Negro's growth will be great in the years to come. Yesterday, our ancestors endured the degradation of slavery, yet they retained their dignity. Today, we direct our economic and political strength toward winning a more abundant and secure life. Tomorrow, a new Negro, unhindered by race taboos and shackles, will benefit from more than 330 years of ceaseless striving and struggle. Theirs will be a better world. This I believe with all my heart.

I LEAVE YOU THE CHALLENGE OF DEVELOPING CONFIDENCE IN ONE ANOTHER. As long as Negroes are hemmed into racial blocks by prejudice and pressure, it will be necessary for them to band together for economic betterment. Negro banks, insurance companies and other businesses are examples of successful, racial economic enterprises. These institutions were made possible by vision and mutual aid. Confidence was vital in getting them started and keeping them going.

Negroes have got to demonstrate still more confidence in each other in business. This kind of confidence will aid the economic rise of the race by bringing together the pennies and dollars of our people and ploughing them into useful channels. Economic separatism cannot be tolerated in this enlightened age, and it is not practicable. We must spread out as far and as fast as we can, but we must also help each other as we go.

I LEAVE YOU A THIRST FOR EDUCATION. Knowledge is the prime need of the hour. More and more, Negroes are taking full advantage of hard-won opportunities for learning, and the educational level of the Negro population is at its highest point in history. We are making greater use of the privileges inherent in living in a democracy. If we continue in this trend, we will be able to rear increasing numbers of strong, purposeful men and women, equipped with vision, mental clarity, health and education.

I LEAVE YOU RESPECT FOR THE USES OF POWER. We live in a world which respects power above all things. Power, intelligently directed, can lead to more freedom. Unwisely directed, it can be a dreadful, destructive force. During my lifetime I have seen the power of the Negro grow enormously. It has always been my first concern that this power should be placed on the side of human justice.

Now that the barriers are crumbling everywhere, the Negro in America must be ever vigilant lest his forces be marshalled behind wrong causes and undemocratic movements. He must not lend his support to any group that seeks to subvert democracy. That is why we must select leaders who are wise, courageous, and of great moral stature and ability. We have great leaders among us today: Ralph Bunche, Channing Tobias, Mordecai Johnson, Walter White, and Mary Church Terrell. [The latter now deceased]. We have had other great men and women in the past: Frederick Douglass, Booker T. Washington, Harriet Tubman, and Sojourner Truth. We must produce more qualified people like them, who will work not for themselves, but for others.

I LEAVE YOU FAITH. Faith is the first factor in a life devoted to service. Without faith, nothing is possible. With it, nothing is impossible. Faith in God is the greatest power, but great, too, is faith in oneself. In 50 years the faith of the American Negro in himself has grown immensely and is still increasing. The measure of our progress as a race is in precise relation to the depth of the faith in our people held by our leaders. Frederick Douglass, genius though he was, was spurred by a deep conviction that his people would heed his counsel and follow him to freedom. Our greatest Negro figures have been imbued with faith. Our forefathers struggled for liberty in conditions far more onerous than those we now face, but they never lost the faith. Their perseverance paid rich dividends. We must never forget their sufferings and their sacrifices, for they were the foundations of the progress of our people.

I LEAVE YOU RACIAL DIGNITY. I want Negroes to maintain their human dignity at all costs. We, as Negroes, must recognize that we are the custodians as well as the heirs of a great civilization. We have given something to the world as a race and for this we are proud and fully conscious of our place in the total picture of mankind's development. We must learn also to share and mix with all men. We must make an effort to be less race conscious and more conscious of individual and human values. I have never been sensitive about my complexion. My color has never destroyed my self-respect nor has it ever caused me to conduct myself in such a manner as to merit the disrespect of any person. I have not let my color handicap me. Despite many crushing burdens and handicaps, I have risen from the cotton fields of South Carolina to found a college, administer it during its years of growth, become a public servant in the government of our country and a leader of women. I would not exchange my color for all the wealth in the world, for had I been born white I might not have been able to do all that I have done or yet hope to do.

I LEAVE YOU A DESIRE TO LIVE HARMONIOUSLY WITH YOUR FELLOW MEN. The problem of color is worldwide. It is found in Africa and Asia, Europe and South America. I appeal to American Negroes -- North, South, East and West -- to recognize their common problems and unite to solve them.

I pray that we will learn to live harmoniously with the white race. So often, our difficulties have made us hypersensitive and truculent. I want to see my people conduct themselves naturally in all relationships -- fully conscious of their manly responsibilities and deeply aware of their heritage. I want them to learn to understand whites and influence them for good, for it is advisable and sensible for us to do so. We are a minority of 15 million living side by side with a white majority. We must learn to deal with these people positively and on an individual basis.

I LEAVE YOU FINALLY A RESPONSIBILITY TO OUR YOUNG PEOPLE. The world around us really belongs to youth for youth will take over its future management. Our children must never lose their zeal for building a better world. They must not be discouraged from aspiring toward greatness, for they are to be the leaders of tomorrow. Nor must they forget that the masses of our people are still underprivileged, ill-housed, impoverished and victimized by discrimination. We have a powerful potential in our youth, and we must have the courage to change old ideas and practices so that we may direct their power toward good ends.

Faith, courage, brotherhood, dignity, ambition, responsibility -- these are needed today as never before. We must cultivate them and use them as tools for our task of completing the establishment of equality for the Negro. We must sharpen these tools in the struggle that faces us and find new ways of using them. The Freedom Gates are half-ajar. We must pry them fully open.

If I have a legacy to leave my people, it is my philosophy of living and serving. As I face tomorrow, I am content, for I think I have spent my life well. I pray now that my philosophy may be helpful to those who share my vision of a world of Peace, Progress, Brotherhood, and Love.

NONPARTISAN STATEMENT

The National Council of Negro Women (NCNW) is a nonpartisan, charitable organization that works in the public interest to promote adoption of sound public policy through education and advocacy. NCNW neither supports nor opposes candidates for partisan political office, nor does it support or oppose any political party. NCNW does take action on issues of public policy that affect its members, their families and communities.

APPENDIX – PUBLIC POLICY STATEMENTS

HEALTH SERVICES ARE A FUNDAMENTAL HUMAN RIGHT

(Washington, DC – June 16, 2017) NCNW believes that access to affordable health care services is a basic human right. NCNW supports the availability of comprehensive health services to all persons regardless of income or socioeconomic status. NCNW also believes that access and availability of health services should not be restricted by age, geography or pre-existing condition.

According to the American Medical Association, “by replacing income-based premium subsidies with age-based tax credits, the American Health Care Act (AHCA), as passed by the U.S. House of Representatives, will also make coverage more expensive – if not out of reach – for poor and sick Americans.”

In May, 2017, AARP identified these important gaps in the AHCA. At the time, the legislation would:

1. Impose an age tax. Insurers could increase charges to older adults up to five times what younger consumers pay for health insurance;
2. Allow insurers to charge higher premiums to 25 million people ages 50 to 64 who have a preexisting condition, such as cancer, diabetes or heart disease;
3. Permit states to force people with pre-existing conditions into high-risk pools with sky-high premiums;
4. Jeopardize coverage of essential benefits such as emergency services, hospitalization, mental health services and chronic disease management;
5. Cut Medicaid funding by \$880 billion over 10 years. More than 17 million low-income seniors, children and adults with disabilities rely on Medicaid;
6. Leave millions of Americans without health insurance. Under this legislation, as many as 22 million people would lose their health care coverage within a decade, according to the Congressional Budget Office (CBO).

The American people sense there is a serious problem with the proposed legislation. According to the New York Times, “In recent national polls, fewer than 30 percent of Americans support the bill (AHCA.) It is the most unpopular piece of major legislation Congress has considered in decades – even more unloved than TARP (‘the bailout’), and much more unpopular than the Affordable Care Act, also known as Obamacare.”

We urge Senators to keep the best interests of all Americans in mind as they craft legislation that affects 6% of the U.S. economy and millions of American families. We further urge the Senate to:

- a. Hold public hearings so that the American people can understand the proposed changes before they occur;
- b. Publish the draft legislation in advance of any vote so that the American people may express their support/opposition to various provisions;
- c. Consider a “Medicare for All” plan similar those in Canada and Australia;
- d. Empower state and federal policy makers to improve the health care marketplaces by building on the advances offered by the Affordable Care Act (Obamacare);
- e. Reject efforts to roll back Medicaid or punish states that chose to expand Medicaid.

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Sources:

<https://www.forbes.com/sites/theapothecary/2016/04/20/the-u-s-health-system-is-not-an-economic-burden/#6b325c382832>

<http://www.commonwealthfund.org/publications/blog/2017/jun/aca-market-stability>

<https://www.nytimes.com/2017/06/14/upshot/gop-senators-might-not-realize-it-but-not-one-state-supports-the-ahca.html>

NCNW DEMANDS FAIR AND EQUAL TREATMENT OF SENATOR KAMALA HARRIS

(Washington, DC – June 15, 2017) We strongly urge the leaders of the United States Senate to treat Senator Kamala Harris with the deference and respect that is a hallmark of the U.S. Senate. The Senate must be conducted by one set of rules for all Senators. The fact that Senator Harris is persistent in attempting to get answers to her questions should not form a basis for singling her out for interruption. Senators routinely request yes or no answers in order to maximize the amount of material they can cover in the limited time allowed. Her questions are incisive, but never rudely put. Senator Harris was an able prosecutor and conducts herself with the decorum becoming the U.S. Senate and, therefore should be treated like a full member of the Senate. Clearly, Senator Harris is a student of the issues, takes the process seriously, articulates her questions thoughtfully and is rude to no one. If it is not her demeanor, knowledge or manner that single her out for rude interruption, viewers and voters will be left to draw the unfortunate conclusion that Senator Harris is the subject of unusual (and illegal) treatment, because of her gender and/or her race. NCNW members and affiliates, and the American people expect and deserve more from the world's most exclusive deliberative body.

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PRESERVE THE WOMEN'S BUREAU OF THE U.S. DEPARTMENT OF LABOR



ADVOCACY ALERT - YOUR HELP NEEDED DURING JUNE!

(June 6, 2017 – Washington, D.C.) As you know, the National Council of Negro Women advocates for sound public policy affecting the economic stability of women, their families and communities. Today, we share important information that will affect all working women, and once again ask you to contact your U.S. Senators and Members of the U.S. House of Representatives.

The Women's Bureau is the only agency in the entire federal government dedicated to empowering women to achieve economic security. The proposed budget will cut the Women's Bureau's budget by almost 70%, eliminating all of the regional offices and essentially rendering the agency unable to fulfill its mission of empowering women.

The Women's Bureau is a reliable source of research on women's employment trends that has shaped workplace policy significantly over the years, including minimum wage, over-time and family and medical leave.

NCNW members have a personal stake in the Women's Bureau. Before she was Secretary of Labor, Dorothy Height Foundation Chair Alexis Herman led the Women's Bureau. NCNW's 2016 entrepreneurship curriculum was developed by the Women's Bureau. NCNW's current national program chair, Paulette Norvel Lewis, was an official of the Women's Bureau.

NCNW's input is essential THIS MONTH. Congress will recess in July for the summer. Members of the Senate and House of Representatives must hear from us before the recess. If we reach out to Congress, they will consider our request to **Preserve the Women's Bureau.**

TAKE ACTION - ADVOCATE

Tweet, call, email or fax or meet with your U.S. Representatives THIS MONTH. Ask your Contacts, NCNW Sisters, LinkedIn Contacts, Facebook Friends and Family to do the same.

[Click Here to Contact the U.S. House of Representatives](#)

[Click here to contact your U.S. Senator](#)

The message is simple:

#Preserve the Women's Bureau.
Keep America's promise of economic security to working women.

Thanks for what you have already done. Together we are making a positive difference.

EDUCATION BENEFITS OUTWEIGH COSTS

(June 2, 2017 – Washington, D.C.) The proposed federal budget includes \$9.2 billion dollars in cuts to federal education programs. Programs and services scheduled for reduction include Title One, the U.S. Department of Education's Office of Civil Rights, Title IV ESSA (which funds computer science literacy grants), Career and Technical Education, Special Olympics, TRIO and Upward Bound. Cutting effective programs may prove to be penny-wise and pound foolish. There is no assertion that these programs are outmoded, wasteful or ineffective.

Nothing works better than education to raise lifetime earnings, improve family stability, decrease income inequality, reduce crime and improve competitiveness. It is wiser to have high quality public education for all children, regardless of socio-economic status, geography or race. We should resist the temptation to think of education as a commodity reserved for the privileged among us. Students from all walks of life benefit from increased educational opportunity. Moreover, education is good for the nation - not just the individual - because it teaches more than job skills. Learning lights the path to citizenship. For example, black boys who attend college reduce the odds of incarceration from 30% to 5% (even if they don't graduate). In short, education pays for itself.

The National Council of Negro Women urges the House of Representatives to give careful thought before reducing the effectiveness of the nation's educational effort. The National Council of Negro Women is a 3,000,000-member coalition of women's groups that was organized 82 years ago by Mary McLeod Bethune, who was an advisor to President Franklin D. Roosevelt. In its early decades NCNW fought for peace and against race discrimination. Today, NCNW works to lead, advocate and empower women of African descent and their families. The key to empowerment is education.

SENSIBLE GUN OWNERSHIP

(June 22, 2016 – Washington, D.C.) NCNW expresses its sympathy for those whose lives were savagely taken at the Pulse nightclub and we are heartbroken for the loved ones of the victims of the Orlando terror attack.

The National Council of Negro Women (NCNW) agrees with efforts to prevent terrorism suspects from acquiring guns or explosives. There is no reason to permit a person with sufficient ties to terrorism that they are included on a no-fly list to obtain a weapon.

NCNW also agrees that it is time to close the gun show/Internet loophole. Gun purchasers should undergo background checks no matter where the purchase is made. There is no rational distinction to be made between guns sold online, in a brick-and-mortar store or at a temporary gun show. If anything, it makes even more sense to conduct a background check when the sale is made at a gun show or on an Internet site, where buyers and sellers are mostly anonymous. We would go further. Permitting a gun purchaser to obtain a weapon if the background check cannot be completed in three days makes no sense, either. Dylan Roof might have been stopped from slaying nine Bible study students in Charleston had he been denied a gun as a result of the crimes that a completed background check would have revealed.

There is no reason to sell assault type military weapons to civilians not involved in law enforcement. There are more guns in America than people. The firearms business in the US is an \$8 billion industry. Every two years, as many Americans die from gunshot wounds as died during the entire Viet Nam war. Most of these deaths do not occur as a result of mass shootings. Most of them occur as random acts of violence in the nation's cities and suburbs. Some of our most vibrant US cities are besieged by nightly gun battles between rival criminal gangs.

Gun ownership is protected by the U.S. Constitution, but that right is not absolute. No right is absolute. The right to free speech is not absolute. Libel and slander are not protected. The right to practice religion does not give the worshipper permission to take a human life as sacrifice. The right to freely assemble does not include the right to associate with felons if one has been convicted of a felony. The right to vote does not include the right to skip voter registration. All rights carry responsibilities.

A majority of Americans support efforts to stop terrorists from obtaining weapons. Most Republicans and NRA members support expanding background checks. If most Americans agree that dangerous people should not have dangerous weapons, then who disagrees? Where is the real opposition to responsible gun ownership? If the NRA is not representing its members' views, then whose views are they espousing?

According to Mother Jones magazine, 10 companies they investigated in 2013 “produce more than 8 million firearms per year for buyers in the United States, accounting for more than two-thirds of the total market.” The report goes on to say, “Many of these companies' top executives ...are members of the Golden Ring of Freedom, an exclusive club for \$1 million-plus donors to the National Rifle Association.”

According to the Mother Jones Report, “In the year following the massacre in Newtown, Connecticut, the three largest gun makers—Sturm Ruger, Remington Outdoor, and Smith & Wesson—netted more than \$390 million in profits on record sales. Shares in publicly traded Sturm Ruger and Smith & Wesson jumped more than 70 percent that year...The hedge fund that owns Remington Outdoor—maker of the assault rifle used in Newtown—saw the annual return on its investment grow tenfold.”

We commend those Senators who held the floor of the U.S. Senate for nearly 15 hours last week. We urge the entire body to vote favorably on the measures that have been proposed. We commend those members of the House of Representatives who insist, “no bill, no break.” The National Council of Negro Women urges the Senate and the House of Representatives to heed the anguish of the American people. Make it more difficult for dangerous people to own dangerous weapons. Disarm terror, domestic and foreign.