



**ADJUTANT GENERAL'S CORPS  
REGIMENTAL ASSOCIATION (AGCRA)  
MEMBERSHIP DRIVE  
1 SEPTEMBER 2025 – 31 OCTOBER 2025**



1. Purpose. This document provides guidance for the execution of the AGCRA (a.k.a., Association) Army-wide membership drive for the period **1 September 2025 – 31 October 2025**.

2. Intent.

a. The goals and aspirations of the Association can be best served by its Army-wide Chapters in the field, which are organized and activated to build a network of motivated and interested members in their local areas. Hence, the Association intends to leverage its Chapters to increase membership, which in turn fully supports the Association's primary mission: To provide professional development, networking, and support for AG Soldiers; DA HR Civilians; Army Bands; Accession, Recruiting & Retention personnel; Retirees; Talent Acquisitions personnel; Veterans; and their Family members. This includes the development of activities and programs designed to meet the needs and desires of all AGCRA members.

b. **The AGCRA membership drive will allow individual Chapters to raise funds.**

(1) There will be a **Chapter-wide competition for Chapters that produce the largest net gain in overall membership proceeds raised, with a minimum of \$1,500.00 in net proceeds.**

(2) And, for Chapters that produce the **largest percentage gains in membership to their local Chapter (this only includes new members, members who renew, or members who update their Chapter affiliation).**

c. NOTE:

(1) The AGCRA membership drive also strives to increase records accuracy within our membership database, to include the member's Chapter affiliation.

(2) Individual AGCRA members are solely responsible for data placed into the AGCRA membership database. The Association faces a continuing challenge of outdated member data, which creates issues and waste, for example, because of an outdated mailing address or phone number.

3. Procedures.

a. Chapters participating in the AGCRA membership drive must meet the following criteria:

(1) Be an Active Chapter with an appropriate slate of Chapter officers and execute AGCRA activities periodically (not less than once a quarter).

(2) Reactivating, Inactive Chapters or Chapters listed as on probation may participate in the AGCRA membership drive. The Adjutant ([Adjutant@agcra.com](mailto:Adjutant@agcra.com)) of the AGCRA National Executive Council (NEC) is the keeper of a standing list of Chapter statuses.

(3) Have an official mailing address established with the AGCRA NEC (POC again is the NEC Adjutant at [Adjutant@agcra.com](mailto:Adjutant@agcra.com)).

(4) Have Chapter funds established as a non-profit organization with a U.S. bank or Federal Credit Union.

(5) Have an Internal Revenue Service-issued Employer Identification Number (EIN) for the Chapter (POC for questions is the AGCRA NEC Treasurer at [Treasurer@agcra.com](mailto:Treasurer@agcra.com)).

(6) Chapter mailing addresses and bank accounts must be listed in the Chapter's name and cannot be listed under an individual's name. Chapter bank accounts must also have dual signature authority that requires at least two Chapter officers to sign checks to disperse funds.

b. All Association Chapters wishing to participate in the AGCRA membership drive will validate Chapter information in paragraph 3a above with the AGCRA NEC VP, Membership at [Membership@agcra.com](mailto:Membership@agcra.com), **NLT 9 August 2025**. The point of contact for all AGCRA membership drive issues is the NEC VP, Membership.

c. Chapter Membership Headcount. The NEC VP, Membership, will provide participating Chapters with information on active and expired Association members in their respective geographical areas after 9 August 2025.

(1) Between 9 – 31 August 2025, Chapters will have the opportunity to conduct a personnel asset inventory of AGCRA Chapter members to validate their membership rosters for the membership drive. Chapters should send changes for member Chapter affiliations to [Membership@agcra.com](mailto:Membership@agcra.com).

(2) Additionally, participating Chapters will not be provided with member information for members who reside outside their geographical area (for example, *the European Chapter will only receive member information for AGCRA members stationed in Europe*).

d. Membership Drive.

(1) Participating Chapters will **execute the AGCRA membership drive from 1 September 2025 to 31 October 2025**. Chapters can gain new Association members by doing the following:

(a) Recruit new AGCRA members and ensure they complete the Chapter affiliation field within the Association's membership database when they join at <https://www.agcra.com/>.

(b) Encourage active AGCRA members whose membership is about to expire within 60 days of 31 October 2025 to renew their membership.

(c) The easiest way for new members to join is to sign up at the AGCRA link below.

<https://www.agcra.com/>

(d) IMPORTANT – Request all Chapters encourage active or new Association members to update their Chapter affiliation field within our membership database, which supports our records accuracy efforts.

(2) By 31 August 2025, the NEC VP, Membership will provide the updated Chapter membership starting headcount numbers to all participating Chapters.

(3) Chapter fundraising opportunities during the membership drive are as follows:

(a) The following grant schedule is approved for the top three AGCRA Chapters that produce the **largest net gain in overall membership proceeds** raised, with a minimum of \$1,500.00 in net proceeds. A Chapter will receive dollar-for-dollar credit for the amount of each membership purchased (*For example - if the Chapter signs up a new Lifetime member for \$500, then they add \$500 to their balance; if they sign up a two-year membership for \$40.00, then they add \$40.00 to their balance*). The AGCRA NEC will determine winners by the final balance of all membership dues raised by each Chapter. Note - Chapters that qualify for one of the grants for overall membership proceeds cannot qualify for a grant for the largest percentage gains in membership (see paragraph 3d(3)(b) below).

1st Place Chapter: \$750

2nd Place Chapter: \$500

3rd Place Chapter: \$250

Total AGCRA Incentive - \$1,500

(b) The following grant schedule is approved for the top three AGCRA Chapters that produce the **largest percentage gains in membership** to their local Chapter (*to include both new / renewed members and members who update their Chapter affiliation*). To qualify, Chapters must have a minimum of fifteen (15) active members to participate in the membership drive. Percentage gains will be determined by the

starting number of AGCRA members affiliated with the respective Chapter at the beginning of the membership drive (*as reported by the NEC VP, Membership*) and measured against the ending number of active members gained at the end of the membership drive. A Chapter that qualifies for one of the grants for the largest percentage gains in membership cannot qualify for overall membership proceeds (see paragraph 3d(3)(a) above).

1st Place Chapter: \$750

2nd Place Chapter: \$500

3rd Place Chapter: \$250

Total AGCRA Incentive - \$1,500

Overall Total AGCRA Incentives: \$3,000

(4) The NEC VP, Membership will notify the Association Treasurer and the Chapters placed in our two membership drive competitive categories. Each placing Chapter must, in turn, contact the Association Treasurer ([Treasurer@agcra.com](mailto:Treasurer@agcra.com)) and validate the Chapter's mailing address so the Treasurer can mail AGCRA membership drive winning checks.

(5) Member benefits (see enclosure) are provided to assist Chapters with the membership drive effort.

4. Points of Contact:

a. Primary – CW4 Alexander Pinckney, NEC VP, Membership, [Membership@agcra.com](mailto:Membership@agcra.com).

b. Secondary – CW5 (Ret.) David Betancourt, NEC Senior VP, [SeniorVP@agcra.com](mailto:SeniorVP@agcra.com).

2 Encls

1. AGCRA Member Benefits
2. Membership Drive Flyer