ADJUTANT GENERAL'S CORPS
REGIMENTAL ASSOCIATION (AGCRA)
4840 Forest Drive, Suite 6948
Columbia, South Carolina 29260
membership@agcra.com

40th Anniversary Membership Drive
1 January 2027 to 31 May 2027
Memorandum of Instruction (MOI)

1. Purpose. This document provides guidance for the execution of the Adjutant General's Corps Regimental Association (AGCRA) Army-wide membership drive for the period of **1 January 2027 – 31 May 2027**.

2. Intent.

a. The goals and aspirations of the Association are best served by our 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 Acquisition 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 recognize Chapters that demonstrate the strongest overall performance across five membership and anniversary participation measures. The weighted competition will account for 100 percent of the Chapter score.

c. **NOTE:**

(1) The AGCRA membership drive also strives to improve the accuracy of membership records, to include the member's Chapter affiliation.

(2) Individual members are responsible for keeping their membership information (current) using our AGCRA.com profile tools. Accurate Chapter affiliations and contact information are essential to properly crediting membership-drive activity.

3. Procedures.

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

(1) Be an Active Chapter with an (appropriate), no less than the minimum required by our Chapter Guidelines, slate of Chapter officers and execute AGCRA activities periodically (not less than once a quarter).

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

(3) Have an (official) non-military (mailing), address established with the AGCRA NEC (POC again is the NEC Adjutant at Adjutant@agcra.com).

(4) If using a bank account, (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).

(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 disburse funds.

b. All Association Chapters wishing to participate in the AGCRA 40th Anniversary Membership Drive will validate Chapter information in paragraph 3a above with the AGCRA NEC VP, Membership at Membership@agcra.com, **NLT 1 December 2026**. 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 1 December 2026**.

(1) **From 1 through 11 December 2026**, Chapters will have the opportunity to conduct a personnel asset inventory of AGCRA Chapter members to "review and update" their membership rosters for the membership drive. Chapters should send changes for member Chapter affiliations to 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 January 2027 to 31 May 2027**. Chapters can increase membership 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 May 2027** 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 that all Chapters encourage active or new Association members to update their Chapter affiliation field within our membership database, which supports our records accuracy efforts.

(e) Encourage new members to enroll as Lifetime Members and existing members to convert to Lifetime Membership during the drive.

(f) Participate in qualifying AGCRA 40th Anniversary events or activities and ensure participation is recorded as instructed.

(2) By **31 December 2026**, the NEC VP, Membership will provide updated starting membership totals to all participating Chapters.

(3) In celebration of AGCRA's 40th Anniversary, special promotional opportunities and incentives for Lifetime Membership will be announced separately.

(4) Chapter competition and incentives. Chapters will compete in one overall weighted competition based on the following categories:

Lifetime Membership conversions: 35%
New members: 25%
Membership renewal rate: 20%
Overall Chapter growth: 10%
40th Anniversary participation: 10%
TOTAL: 100%

(a) Final performance measures, qualification criteria, and verification procedures will be confirmed during the membership-drive coordination meeting and provided to participating Chapters before the competition begins.

(b) The following grant schedule applies to the three highest-scoring Chapters:

1st Place Chapter: $750
2nd Place Chapter: $500
3rd Place Chapter: $250

Total AGCRA Incentive - $1,500

(4) The NEC VP, Membership will notify the Association Treasurer and the Chapters following the drive with competition results after validation. Each placing Chapter must, in turn, contact the Association Treasurer (Treasurer@agcra.com) and validate the Chapter's mailing address so the Treasurer can mail AGCRA membership drive award 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.
b. Secondary – CW3 Shania McKoy, NEC Senior VP, Membership Membership@agcra.com.

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1 Encl
1. AGCRA Member Benefits