

REACH



The membership initiative for 2024-2025 is **REACH**. It is an acronym that will assist us to reach out to three potential membership areas: (1) previous DKG members, (2) current Sisters, and (3) potential new ones. We must reach out to all three areas if OSO membership is going to increase. There needs to be a mindset adjustment in the way we think about membership. To help us adjust to this mindset, let us remember the acronym **REACH**: relevancy, empowerment, actions, connections and heritage. Let us go deeper into the application of each word as it applies to DKG membership.

R-Relevancy. What is relevant to one person may not be relevant to another person. You accepted being a member of DKG for specific reasons. Your reasons may have been different from mine. When we reach out in the three membership areas, we need to discover what is relevant to that specific person. People join and retain membership in various organizations because they see it as being important in their lives. It is relevant to them. We need to make DKG relevant.

E-Empowerment. One definition of empowerment is the process of becoming stronger and more confident. The responsibility of increasing membership is not left up to a handful of people. It is crucial that each sister be empowered to reach out to potential members. Go to the dkg.org website. On the home screen it literally states, *"Empowering women who educate."* Empowerment starts from within you and expands outward to others. Nurture that empowerment and go seek other DKG members.

A-Actions. We must be strategic in our approach to membership. We cannot leave things up to chance or hope. It goes way beyond just mentioning at a chapter meeting that we need members because it is part of earning Gold Key recognition. We need new members because DKG is relevant and is about empowering women. Membership requires multiple plans of action. During each chapter meeting carve out some time to seriously discuss membership. Utilize the creativity and

brainpower of your chapter membership to develop and implement those plans of action. Make sure you have monthly updates. Make the necessary adjustments as it applies to your strategic plans of action to increase membership.

C-Connections. The definition of connection is a relationship in which a person, thing or idea is linked with something else. Reaching out to previous members, retaining current sisters and finding potential new ones involves making meaningful connections. One of the key reasons I joined DKG 34 years ago was I knew it would certainly be a sure-fire way to network with other smart women educators. When moving up through the professional ranks in my career it required relocating. One way I immediately engaged in that new location was to transfer to the local DKG chapter. I had the privilege of being an active member of five different Texas chapters and now Beta Kappa in Ohio. It has enriched me at so many levels to be associated with DKG. What connections can you make?

H-Heritage. DKG was founded in May 1929 in Texas by Dr. Annie Webb Blanton. She initiated eleven women. These twelve empowering women were our founders. Want to be inspired? Read about these pioneering women. OSO was the 28th state initiated by DKG in January 1938. Go to dkgohio.org to familiarize yourself with our amazing Ohio heritage. We need to maximize the incredible and jaw-dropping heritages of both DKG and OSO. It will provide rich history in our membership initiative.

The **REACH** initiative was introduced to attendees at the OSO fall Executive Board meeting held on September 14th. The PowerPoint utilized for the membership presentation is now posted on the OSO website. Please reach out to the three membership areas and keep it as a chapter priority. There will be further exploration of membership in my future monthly columns.

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