

Membership Program

OBJECTIVE:

Promote strategic membership planning to ensure the future of the Federation by retaining and recruiting members, renewing Federation enthusiasm and pride, and building new GFWC clubs.

ACTION PLAN

RETAIN AND RECRUIT MEMBERS

- o Assign each newly recruited member a Big Sister or Federation Friend to answer questions, invite new members to join in specific activities or events, and call to remind them of meetings.
 - Hold a social gathering where newly recruited members and Big Sisters can bond and learn about the community and club work.
 - Invite newly recruited members to a board meeting to learn about policies and operations of the club.
- o Conduct a Member Orientation or refresher program every year. The more members understand and know, the more GFWC clubs will grow!
- o Show the GFWC DVD. (See Resources)
- o Use GFWC national, state, and club materials to illustrate GFWC history, current achievements, vast resources, and innovative projects and programs. (See “Benefits of Belonging” and “Know Your Organization” sections of the GFWC Club Manual and visit www.GFWC.org)
- o Include a social component in a relaxed atmosphere.
- o Provide an information packet for each member.

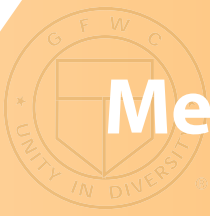
RENEW FEDERATION ENTHUSIASM AND PRIDE

- o Spark enthusiasm and pride by scheduling club activities that are both meaningful and FUN!
 - Use the GFWC website (www.GFWC.org) as a resource for activities.
 - Survey to determine why members joined and focus on rekindling those motivations.
- o Actively solicit member input for program and project ideas.
 - Conduct a survey to determine talents, skills, interests of members.
- o Assess member participation in and enthusiasm for current club projects.
 - Conduct a survey annually to determine the success of club programs and projects.
 - Discontinue programs and projects that are no longer relevant or appealing to members.
- o Encourage member attendance at district, state, region, and national meetings.
 - Establish a club ‘dollars for delegates’ fund to underwrite attendance at GFWC meetings beyond the club.
 - Assign time during a club program for members who attended district, state, region, and national meetings to share their experience.



“GFWC CLUBWOMEN, ALWAYS THE VOLUNTEER LEADERS IN CAUSES CONCERNING WOMEN, must reach out to the women in their communities for membership. More than ever, volunteers are needed to reach out in service to others.” 1988-1990 GFWC Director of Junior Clubs Cynthia T. Rice





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- o Encourage members to subscribe to *GFWC Clubwoman* magazine.
- o Circulate the club's free copy of the *GFWC Clubwoman* magazine and have members take turns sharing their favorite article with the entire club
- o Recognize GFWC club and state milestone Federation anniversaries (25, 50, 60, 70, and every five years thereafter). Contact state membership chairman to order an anniversary certificate from GFWC.
- o Take advantage of resources offered in the GFWC Marketplace (www.GFWC.org/Marketplace)
 - Recognize and appreciate member participation and efforts. Order and use "How To Retain GFWC Members".
 - Celebrate GFWC Federation Day on April 24 using the *GFWC Federation Day Celebration Guide*
 - Recognize members with 50 years of service to GFWC by ordering and presenting the free gold pin. The order form is available in the GFWC Club Manual and at www.GFWC.org/LoyaltyPins
 - Honor 50-year members by recruiting at least one new member to carry on their legacy.
 - Recognize members with 25 years of service to GFWC by ordering and presenting the new silver pin, available for only \$5.

RECRUIT NEW MEMBERS

- o Hold a membership recruitment event in October, as part of GFWC's nationwide membership campaign, **ACT in OCT**. The goal for every club is:
 - **FOUR** More Would Be **GREAT** in October '08
 - **FIVE** More Would Be **DIVINE** in October '09
 - ◇ Clubs achieving the goals, as a result of their recruiting efforts in OCTober, will be recognized in *GFWC Clubwoman* magazine.
 - ◇ Clubs must report their success to GFWC Headquarters before Dec. 1 each year.
 - ◇ Submit names of new, dues-paying members who joined in or since October to GFWC Membership Director at 1734 N ST NW, Washington, DC 20036-2990.
- o Order "How To Recruit New GFWC Members" from the GFWC Marketplace (www.GFWC.org/Marketplace) for guidance in organizing a recruitment event.
- o Design a member interest form to collect professional information, interests, hobbies, and talents.
 - Utilize information as a resource for potential program speakers, workshop presenters, and club project chairman.
- o Promote membership by wearing GFWC emblematic merchandise (member pin, t-shirt, buttons, etc.), especially at club events or while traveling. Visit www.GFWC.org/Marketplace.
- o Bring club promotional materials to all projects and events (brochures, tri-folds, etc.).
 - Projects are magnets for new members.
 - Collect contact information for follow-up mailings.
- o Think outside the box!
 - Just **ASK!** Reach out beyond your neighborhood and immediate circle of friends.
 - Re-establish contact and re-introduce your club to former members.
- o Encourage active recruiters to become GFWC member recruitment **STARS**. (See Awards)
 - Keep accurate records of stars awarded, as this program is cumulative and carries over GFWC administrations.
 - Provide "We Are GFWC" tri-folds for active recruiters to distribute to prospective members.
 - Add name and contact information for your club membership chairman on the back panel of the tri-fold.





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- o Attract potential members with relevant, substantive, well-advertised programs and projects.
- o Design positive, proactive materials to attract and inform potential members. (See GFWC Communications & Public Relations Program)
- o Design and keep current a club, district, or state website. (See GFWC Website Contest)
- o Request a free subscription to the quarterly publication, *Membership Matters*. Submit and share successful membership recruiting, renewal, and retention projects with GFWC members through this publication.

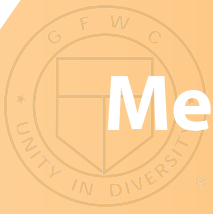
REBUILD BY STARTING NEW CLUBS

- o Establish a New Club Building Team, separate from the membership committee, on district and state levels.
 - Focus on identifying communities without a GFWC club or areas that once had federated clubs.
 - Solicit names of potential members in communities without clubs from current club members.
 - Order and use “How To Build New GFWC Clubs” from the GFWC Marketplace (www.GFWC.org/Marketplace).
- o Identify and contact formerly-federated GFWC clubs and members.
 - Bring them up-to-date on current Federation activities.
 - Invite former members to attend a district or state meeting.
- o Contact clubs in your community that are not federated.
 - Attend one of their events.
 - Investigate their current projects.
 - Find a common project that GFWC has in place.
 - Show examples of what GFWC can do to enhance the project to their benefit.
 - Encourage cooperative projects with established clubs.
 - Work with leaders to speak at a meeting, show the GFWC DVD, and share the GFWC website (www.GFWC.org).
- o Mentor new clubs by offering advice, guidance, assistance, and friendship.

GFWC JUNIORETTES

- o Order the *GFWC Juniette Handbook* from the GFWC Marketplace (www.GFWC.org/Marketplace).
 - Follow guidelines to establish new Juniette clubs.
 - Provide the handbook to existing Juniette clubs.
- o Participate in the GFWC Community Improvement Contest.
 - Follow guidelines to compete for the \$250 Juniette Community Improvement Contest award.
- o Encourage Juniette clubs to access and share information through online Juniette opportunities. Visit www.GFWC.org/Juniettes.
- o Send Juniette club and state newsletters to national GFWC Juniette Chairman.
- o Encourage Juniette participation in district, state, region, and national meetings.
 - Schedule Juniette informational sessions.





Membership Program

MEMBERS

Star pins celebrate GFWC member recruitment STARS. The pin, with butterfly clasp and chain, attaches to the stem of the GFWC membership pin. GFWC members who recruit at the following levels earn the corresponding stars:

- o 5-9 new members WHITE star
- o 10-14 new members RED star
- o 15-19 new members BLUE star
- o 20-24 new members SILVER star
- o 25+ new members GOLD star

The star recruitment award is cumulative. Members who recruited five new members during previous administrations will be eligible to receive a red or blue or gold star for continuing recruitment prowess during the 2008-2010 administration.

Clubs may send the names of their star recruiters, along with the name, mailing address, e-mail address, and validation of dues paid for each new member, to state GFWC Membership Chairman at any time during this administration. State chairmen will keep a record of each star recruiter and will order pins from GFWC. Star pins are available free of charge. Contact the national GFWC Membership Chairman or GFWC Membership Director with questions.

AWARDS

CLUB

A \$50 award is given annually to one club in the nation to recognize creativity in implementing an effective Membership Program. The award is based on narrative reports. State chairmen should forward the winning state entry to the national GFWC Membership Chairman by March 15 of each year.

STATE

GFWC certificates are awarded annually to one state federation in each membership category to recognize outstanding achievement in the GFWC Membership Program. The award is based on narrative reports. State chairmen should forward the winning state entry to the national GFWC Membership Chairman by March 15 of each year.

A \$2,000 award will be given at the 119th GFWC Annual International Convention in 2010 to recognize one state with the largest percentage increase in membership based on dues received at GFWC by May 1, 2010, as compared to dues recorded by May 1, 2008.

A \$500 award will be given at the 119th GFWC Annual International Convention in 2010 to one state in each membership category with the largest number of new clubs federated during the 2008-2010 GFWC administration.

