



MEMBERSHIP RECRUITMENT CAMPAIGN

New members will always be attracted to a strong, solid, and engaged club. During this administration, we encourage you to build membership and continue to track and submit the number of NEW members joining your club quarterly. In addition, this committee is asking you to concentrate on these **internal** focus areas, designed to help your club strengthen membership **retention**, while also attracting NEW members to your club.

Clubs that are successful in securing **three new members** from their recruiting efforts will be featured in *News & Notes*. Join GFWC clubs nationwide in our popular quarterly campaign and report your hard work in membership!

July, August, September

During these three months, Focus On: Clear Communication

Concentrate on providing your members with regular updates through email, newsletters, social media, and your club website. Be sure to note a way for them to contact leadership with feedback or any concerns they may have. **Report Due: October 1**

October, November, December

During these three months, Focus On: Member Value and Benefits of Belonging

Clearly educate and communicate the value of being a member of your club and GFWC. Review membership benefits regularly based on member feedback and adjust accordingly. **Report Due: January 2**

January, February, March

During these three months, Focus On: Diverse and Inclusive Programming

Be sure you are considering all members' needs when organizing your calendar of events and activities. Ensure club programs are accessible and open to a diverse membership base. **Report Due: April 1**

April, May, June

During these three months, Focus On: Professional Development

Offer leadership workshops and seminars or training that could contribute to your members' personal growth. Provide access to tools and resources that can help that advance in their careers, such as project management and public speaking.

Report Due: July 1