**Outline for Presentation**

**at**

**GFWC SUMMER WORKSHOP**

**August 16, 2025**

**by**

**Gloria Crowley, Membership Chair**

**from**

**The Woman’s Club of Chevy Chase**

**Simplify application process. If no criteria is to be met, then everyone is approved. Call it processing instead of approval. Make the process seamless & quick. We changed our procedure so that new members could get involved immediately (handed out our application).**

**Recruit – early morning Coffees (8:30am-10:00am), Harvest Tea (Fall), Cherry Blossom Tea (Spring). We have applications and info about the Club available at our major events during the year; Mystery Mansion, Santa’s Workshop, Annual Art Show, Upscale Resale.**

**Plug Members In – Improve one-on-one interactions, create an Onboarding process, Exit Survey, Orientation, BYOL (Bring Your Own Lunch), Member Mingles, Potlucks, Dine Arounds, Happy Hours, Telephone Tree – make personal calls to new members and invite to an event, (RSVPs for our recent Happy Hour doubled after making personal calls).**

**Keep Members – lost a lot this past year – attrition rate usually 10% - more this past year……a Focus Group evolved (20 members volunteered to work on this).**