

DARE TO BE MEMBERSHIP ROCKSTARS

The background of the entire page is a dark grey color. It is decorated with several stylized, light grey electric guitars. The guitars are drawn in a simple, graphic style with white outlines and are positioned at various angles, some overlapping each other. The necks of the guitars are long and extend towards the bottom of the page.

2016

GFWC VIRGINIA
SUMMER CONFERENCE

GFWC VIRGINIA 2016-2018

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Membership Retention, Recruitment Renewal/Rebuilding: Ways to Increase Membership

Retention and Rebuilding

- Get an honest assessment from Clubwomen using “Climate of Your Club” tool (***attached***)
- Understand Why Members Lose Interest
 - Discrepancies among their expectations, in membership or task, and reality of the situation.
 - Poor club leadership
 - Poor communication
 - Apathy of some club members
 - No feeling of making a difference.
 - Too routine, no variety.
 - No orientation – members unsure how they fit in
 - Inconvenient meeting day/time/place
 - Poor order, planning, and unclear objectives
 - Lack of support/participation from other members and leaders.
 - Little prestige related to the task or group and little effort to gain publicity
 - No chance for personal growth.
 - No chance to meet personal needs.
 - Too little chance to demonstrate initiative or creativity.
 - Tension among club members or formation of cliques
 - Excessive costs
 - Lack of appreciation
- Be honest about current situation and find ways to combat issues
 - Survey members to find out needs and interests
 - Evaluate club organization and reorganize if necessary
 - Revisit membership requirements – and revise if too stringent
 - Take in members all year
 - Change meeting day, time and locale to accommodate schedules of current members
 - Keep current members happy – connect with district, state, int’l and encourage them to attend meetings to meet other members
 - Show Appreciation: Utilize ideas from *Membership Tips* of ways to say “Thank you” to members
 - Invite past members to rejoin in active members to participate in current projects

Recruitment

- Where to Find New Members
 - Make the round with the Welcome Wagon and/or Newcomers Club in your area to meet new families.
 - Guests at club events.
 - In the community - grocery store, library, doctor's office, post office, beauty shop, etc.
 - Don't forget new brides and women with young children.
 - Many colleges require some kind of community service. If you have a college in your area, place your brochures/profiles and rack cards in public areas on campus. You can also help to start a new collegiate club in a local college/community college.
 - Your church or place of worship offers a variety of women.
 - In your neighborhood or new developments
 - Friends and neighbors.
 - Relatives.
 - Teachers.
 - Contacts in fraternal, patriotic, PTA or other groups.
 - Former Juniors and Juniorettes.
 - Former members or members of disbanded or de-federated clubs.
 - Retired women.
 - Co-workers and other volunteer groups.
 - Special interest groups – gardening, crafts, music, book-lovers, etc.
 - Work clusters: government agencies, retail, working professionals.
 - Career women/women with children: many may be interested in evening or weekend clubs.
 - Widows are potential new members. "Sunday is the loneliest day of the week – a family day." Sunday clubs really appeal to these women.
- Seasonal Membership Recruitment Events
 - Utilize GFWC Virginia Membership Seasonal Recruitment Events (**ASK**)
 - **Ask** Friends and Family in the Fall
 - **Ask** Women in the Workplace in the Winter
 - **Ask** a Stranger in the Spring
 - **Ask** a Social Acquaintance in the Summer
 - Time your event with other events like Women's History Month, Autism Awareness Month, etc.
 - Create your own theme like themes like Neighbor November, Join in January Event, Each One Bring One, etc.



- Apply for a GFWC Virginia Membership Grant
- Highlight projects in State Magazine
- Invite guests to meetings
- Do not limit the number of members in club
- Get your name out in the community. Have brochures and rack cards printed and places in visible areas of your community.
- Participate in community events (fairs, festivals, etc.) by setting up/purchasing table space to display your club and GFWC informational handouts
- Be prepared with the elevator ***BLING speech*** and a business card or club profile that includes contact info
 - **Be Ready** – Wear federation emblematic clothing and jewelry when you go out. Have the following things you want to say ready to go.
 - **Local Affiliation** – Name your club, when and where you meet
 - **Include information** about what your club does – name 2 or 3 club projects which may be known in community
 - **National Brand** – talk about affiliation with GFWC (oldest, largest non-partisan, non-denominational woman’s organization in the world; HQ based in D.C.)
 - **Give an invitation** – to next meeting or to contact you for more info (have tri-fold or business card ready to hand out w/name and number of person to contact)



Renew

- Be sure to take care of new members’ needs
 - Appoint a sponsor/mentor/ “big sister” for each new member.
 - Hold a *New Member Orientation* to make them familiar with the club’s organization, projects and member expectations/responsibilities.
 - Offer to provide rides to meetings until they feel comfortable coming alone.
 - Communicate the happenings of the club (club newsletter, e-mail, etc.).
 - Introduce them to all members and encourage fellowship/friendship.
 - Provide opportunities to socialize.
 - Do not let a new member be left alone at a meeting.
 - Encourage them to get involved in club projects and events. If you are lucky enough to have several new members, guide them to plan and execute a “new member” community project.
 - Make them feel important.
 - Recognize them for effort and accomplishments.
 - Take time to answer their questions and explain club activities.
- Why Members Remain Committed - Retention Moving Forward

- They feel appreciated.
- They can see their presence does make a difference.
- There is a chance of advancement.
- There is opportunity for personal growth.
- They receive private and public recognition.
- They feel capable of handling tasks offered and receive help when needed or requested.
- There is a sense of belonging and “team” among club members.
- They are involved in the club process like decision making, problem solving, and setting objectives.
- They recognize that something significant is happening because the club exists.
- Their personal needs are being met.
- They feel like a vital part of the club, district, state and national organizations.

A MEMBERSHIP/VOLUNTEER CHECKLIST FOR DETERMINING THE CLIMATE OF YOUR CLUB

The following checklist is designed to identify “key” factors influencing the overall climate of your club in relationship to its members.

- _____ Our club is stable, healthy and free of conflict and survival tension.
- _____ Roles of officers and members are clearly defined and distinguished both generally and in terms of specific tasks.
- _____ A wide variety of volunteer jobs and roles from which to select are available to club members.
- _____ A significant, well-planned orientation program emphasizes sensitivity to the individual member’s needs and abilities.
- _____ Volunteers are rewarded and recognized appropriately for jobs well done.
- _____ Volunteers have the ability to choose which areas in which they want to devote their time, energies and talents.
- _____ Self-enrichment programs are made an integral part of club life.
- _____ Opportunities for leadership development are limitless and each member is encouraged to reach her own potential at her own pace.
- _____ New members and guests are always welcome.
- _____ Dues are reasonable and membership requirements flexible.
- _____ Our club is well-respected and its services are sought after in our community.
- _____ Our club adapts to changing times and is flexible in meeting the needs of the entire membership.
- _____ Decisions are the results of every member’s opportunity to vote.
- _____ Club programs and projects are adopted keeping in mind the availability of its members, avoiding “burnout”, pressure and/or stress on each individual member.
- _____ Smiling faces, positive attitudes and outstretched hands of fellowship and service are the distinct characteristics of our club.

SCORE: 16 of 16 = U * R * TOPS 7 to 10 = NEEDS IMPROVEMENT
 11 to 15 = U * R * A*STAR 0 to 6 = DANGER ZONE! Make some changes now!

45 MEMBERSHIP TIPS

The following are suggestions and ideas collected from club reports throughout the state to help you with membership recruitment and retention.

1. Honor/recognize a club member each month in your club newsletter and/or at a meeting.
2. Provide nametags for members.
3. Have an annual "membership" night – invite guests, celebrate club accomplishments.
4. Change meeting day/time to accommodate members' (especially those who are employed outside the home) schedules or holidays.
5. Have themed meetings.
6. Send a "missed you" note/card/poem to absent member.
7. Hold a game night as your program.
8. Have a pajama party.
9. Gift small token/symbolic gifts as recognition.
10. Have a 15 minute social prior to the business meeting.
11. Provide club t-shirts, aprons, buttons, pins, caps, etc.
12. Create a club photo album.
13. Hold a raffle to encourage attendance.
14. Recognize and/or celebrate monthly birthdays at meetings.
15. Select a "Member of the Month".
16. Create a club brochure, rack card, tri-fold, profile, business card, etc.
17. Assign "Big Sisters" to new members.
18. Hold a yearly brainstorming session.
19. Provide a club suggestion/grievance box. Act on legitimate suggestions/grievances received.
20. Issue a survey for member ideas.
21. Schedule an informal "Meet 'n Eat".
22. Hold socials to include husbands, boyfriends, children, guests, etc.
23. Appoint a courtesy chairman to recognize births, deaths, weddings, and other special achievements of members.
24. Send birthday/anniversary cards/messages to members.
25. Begin a Secret Pal program.
26. Hold a club reunion and invite former members to rejoin.
27. Plan and organize a babysitting co-op.
28. Organize a monthly "Lunch Bunch", "Book Club", "Garden Group", etc.
29. Plan a "Girls Night Out."
30. Treat the husbands to a "Men's Night Out."
31. Plan a day of fun for children (beach party, park play, craft day, etc.).
32. Create a "Buddy System" for all members.
33. Give a "Rookie of the Year" award to a new member at the annual luncheon/dinner/meeting.
34. Attend a Sunday church service as a group.
35. Lessen "required" projects.
36. Give attendance recognition.
37. Initiate a "New Member Project" where new members work together to plan and execute a community project.
38. Recognize a "Leader of the Month."
39. Recognize a "Mystery Member" and give a prize to the person who guesses who it is.
40. Develop a "Cheer Basket" as a pick-me-up for a member who may suffer a loss or hardship.
41. Provide members with district/state/national federation pins.
42. Maintain member info files/roster.
43. Provide member info that includes phone, email, husband and children names, vocation, etc. to all members.
44. Provide each member with a handbook that includes club bylaws, membership requirements, list of officers and chairmen, list of members and personal info, club calendar, district/state/national federation info, etc.
45. Evaluate projects and procedures and don't be afraid to change anything that is no longer working or relevant.

NEW MEMBER ORIENTATION MEETING

The Orientation Meeting should be well-planned in advance by the club Membership Chairman (Committee) and Club President.

1. Set the date and time
2. Define purpose
3. Plan program
4. Invitations sent to new members (may be e-vite by email)
5. Prepare welcome/initiation ceremony for new members

The Membership Chairman (Committee), officers and chairmen should arrive early to display materials, put out nametags and refreshments and be there to welcome new members.

PROGRAM should include:

1. Opening ceremony
2. Introduction of officers and chairmen. They can briefly explain their duties.
3. Explanation of club purpose
4. Presentation of club and federation history
5. General information such as dues, meetings, etc. including local, district, state and national info
6. Explanation of departments, projects, programs
7. Explanation of budget goals
8. Explanation of socials
9. Membership requirements and responsibilities
10. Explanation of display items – club yearbook/handbook, district/state/national administration booklets/magazines/profiles/brochures, club scrapbooks/newsletters, etc.
11. Question and answer time
12. Refreshments and socialization time
13. Give each new member an orientation kit to take home that includes club yearbook/handbook, club/district/state/national profiles, etc.

New members should be honored/recognized at a club meeting. This can be done at a regular meeting, special luncheon meeting, tea, open house, etc. Hold a welcome/initiation ceremony for new members.



COMMUNICATION and PUBLICITY TOOLS

Keep in touch with members and make the club information readily available to anyone interested throughout year. Encourage the notion that all members are Membership Ambassadors. Use state theme “Dare to Be a Membership Rock Star” to encourage and challenge your members to ASK prospective members to join.

Personal contact – be ready to **ASK** with **BLING speech** and one or more of the following items.

Emails and Newsletters

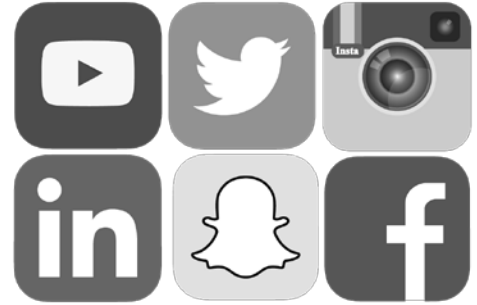
- **Emails**
 - Maintain a current member list
 - Maintain a list of prospective members – invite to events
 - Be sure to give full information (date, time, location of any meetings or events)
 - When possible, use the BCC to avoid “reply all” emails
- **Newsletter**
 - Name of newsletter, Date of issue, Number of members
 - All Logos – National, State, District, Club
 - Message from President (optional photo)
 - Calendar of events
 - Relevant project reports
 - Include information from GFWC, GFWC Virginia, District, etc.
 - Photos

Informational handouts: brochures, tri-folds, rack cards, business cards

- **Brochures and Tri-folds should include (*sample attached*):**
 - Identification – name/location/contact information/website/etc., Optional: Officers listing
 - Who we are (include local projects, community involvement) Include photos if possible
 - Who we belong to (District, GFWC Virginia, GFWC)
 - Optional: include mission statement
 - Benefits of Belonging (bullet points)
- **Rack Cards should include (*sample attached*):**
 - Logo - GFWC
 - Photo of Club
 - Contact
 - Who we are, where we meet
 - Who we support (photos, members in action)
 - Invitation
- **Business Cards should include (*sample attached*):**
 - Name, Contact (may leave blank to write in)
 - GFWC Logo
 - Club Name
 - Print at home or online vendor (Ex: [VistaPrint](#), [uPrinting](#)), many have printing services and customizable stock templates

Media

- Social Media
 - Facebook, Twitter, Instagram, Pinterest, YouTube. etc. (district and club)
 - Have a Club Facebook Page for promotional information – this is great for people who may not be web savvy.
 - Also have a private Facebook group page for members – some find it to be an easier way to communicate in real time.
 - Social media is an easy (and free!) way to market your club and events to a wider audience.
- Local media (print, online, radio, tv.)
 - When possible, send in news stories of your Club events to the newspaper or highlight initiatives in local media. Many community papers or blogs will be happy to help a worthy cause.
 - Record PSAs for local radio and tv
 - Website
 - Maintaining a standalone website with a domain name is an easy way to promote your club on the internet.
 - Additionally, having a domain with your club name is great for marketing.
 - Be sure to include contact information – name and number



Resources

- GFWC Online Resources (*links available in digital version*)
 - [GFWC Stylebook](#)
 - [Logos](#)
 - [Seasonal Recruitment Information](#) (current)
 - [GFWC Virginia](#)
- Website Building – all have FREE options to create an online web presence
 - Wix.com
 - Site builder
 - Word press
 - Blogger
 - Contact GFWC Virginia Membership Team Member Cherie Lejuene – latripp24@gmail.com – for assistance

Place
Stamp
here

GFWC Anytown Woman's Club
PO Box 1111
Anytown, Virginia 01234



Statewide/National Projects:

- Shot at Life
- Canine Companions
- HOBY Seminars
- Domestic Violence Awareness/Prevention
- Operation Smile
- Child Abuse Awareness/Prevention
- Dare to End Hunger

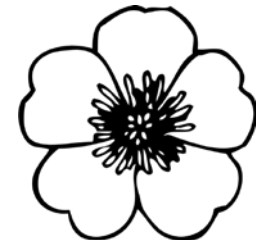
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**General Federation of
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Meeting Place: Town Library
Meeting Time: 1ST Wednesday,
7:30 p.m.



**COMMUNITY SERVICE
PERSONAL ENRICHMENT
NETWORKING and FRIENDSHIP**

GFWC

Anytown Woman's Club



www.gfwc.org

GFWC Anytown Woman's Club was founded primarily to promote the establishment of Anytown Community Park. The club members today continue to promote conservation as well as many other community projects.

The GFWC Anytown Woman's Club is a member of GFWC Virginia and () District. It is also a member of the General Federation of Women's Clubs based in Washington, DC, the oldest and largest women's volunteer organization in the world.

OUTSTANDING PAST CLUB PROJECTS:

- Built accessible public playground
- Landscaped community park
- Organized Meals on Wheels
- Founded local Food Pantry

SAMPLES OF LOCAL PROJECTS:

- Sponsor reading programs at Anytown Library
- Provide scholarships to local students
- Contribute volunteer hours and food to local Food Kitchen

MAJOR FUNDRAISERS:

- Annual Craft Show (funds go in general fund)
- Art in the Park (funds go to Women's Shelter)
- Pancake Breakfast (funds go to local police and rescue squad)

For additional information, contact:
Jane Doe, Membership Chairman
GFWC Anytown Woman's Club
PO Box 1111
Anytown, VA 01234
555/123-4567
jdoe20@email.com

Yes, I am interested in learning more about membership in the GFWC Anytown Woman's Club. Please contact me!

Name _____

Address _____

Phone: _____

Email: _____

(Cut here and mail)

General Federation of Women's Clubs of
Virginia

GFWC

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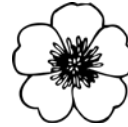
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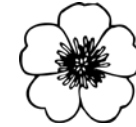
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Statewide/National Projects:

- Shot at Life
- Canine Companions
- HOBY Seminars
- Domestic Violence Awareness/Prevention
- Operation Smile
- Child Abuse Awareness/Prevention
- Dare to End Hunger

Club Awards and Recognition:

- Chamber of Commerce “Good Neighbor” award, 2008
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1ST Wednesday of the Month
September through June
7:30 p.m.

OPPORTUNITIES for:
Community Service
Personal Enrichment
Networking and Friendship



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Phone Number

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The GFWC Anytown Woman’s Club is a member of GFWC Virginia and () District. It is also a member of the General Federation of Women’s Clubs based in Washington, DC, the oldest and largest women’s volunteer organization in the world.

SAMPLES OF LOCAL PROJECTS:

- Sponsor reading programs at Anytown Library
- Provide scholarships to local students
- Contribute volunteer hours and food to local Food Kitchen

MAJOR FUNDRAISERS:

- Annual Craft Show (funds go in general fund)
- Art in the Park (funds go to Women’s Shelter)
- Pancake Breakfast (funds go to local police and rescue squad)

OUTSTANDING PAST CLUB PROJECTS:

- Built accessible public playground
- Landscaped community park
- Organized Meals on Wheels
- Founded local Food Pantry

For additional information, contact:

Jane Doe, Membership Chairman
GFWC Anytown Woman’s Club
PO Box 1111
Anytown, VA 01234
555/123-4567
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GFWC

Anytown Woman’s Club



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