

**DARE TO BE A  
MEMBERSHIP ROCKSTAR**

GFWC VIRGINIA SUMMER CONFERENCE 2016

# MEMBERSHIP TEAM

## Martha Matthews

- GFWC Virginia 2<sup>nd</sup> Vice President/Membership Chairman

## Amanda Paez

- GFWC Virginia Junior Chairman

## Kristi Barber

- GFWC Juniorette Advisor

## Alice Kyle

- Yolan Williams, 2<sup>nd</sup> VP, Membership Chair
- Karen Gandy, Junior Membership Chair

## Blue Ridge

- Amber Holdren, 2<sup>nd</sup> VP, Membership Chair

## Lee

- Elizabeth Sabbatini, 2<sup>nd</sup> VP, Membership Chair
- Amy Foreman, Junior Membership Chair

## Northern

- Cherie LeJeune, 2<sup>nd</sup> VP, Membership Chair

## Shenandoah

- Jenny Hinegardner, 2<sup>nd</sup> VP, Membership Chair

## Southside

- Ann Hall, 2<sup>nd</sup> VP, Membership Chair
- Angela Paez, Junior Membership Chair

## Southwestern

- Hope Harrell, 2<sup>nd</sup> VP, Membership Chairman

## Tidewater

- Linda Avery, 2<sup>nd</sup> VP, Membership Chair

## Honorary Team Members

- Fran Edwards, GFWC Virginia President
- Joy Matkowsky, GFWC Virginia Third VP/Director of Junior Clubs

# GOALS

- Reduce previous year's loss by 50%
- Eliminate loss by end of administration (2018)

# REBUILDING AND RECRUITMENT

- Evaluate your club
  - Understand why members leave
  - Know your club and GFWC International to better recruit
  - Find new members
    - ASK Recruitment
    - Membership Events
    - Invite to regular meetings
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# REMEMBER YOUR “BLING”

- **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)

# STARTING NEW CLUBS

## Requirements

- Request a *New Member Kit* from District 2<sup>nd</sup> VP or Junior Chairman, District Junior Chairman, GFWC Virginia 2<sup>nd</sup> VP/Membership Chair, GFWC Virginia Junior Membership Chair, or GFWC Virginia Headquarters
- Requires 8 members
- Organizational Meeting
- \$10 chartering fee + applicable dues
- Current Clubs may be responsible for “sponsoring” new clubs during their first year to ensure things go smoothly

# MARKETING TOOLS

## **Website**

- Club information, events, great way for potential members to learn about your club

## **Social Media**

- Real time communication, event promotion, targeted ads, recruitment

## **Hand Outs**

- Business cards, invitations, informational cards, brochures

Keep up to date and relevant!



# BUSINESS CARDS



## **GFWC Anytown Woman's Club**

Member

Any District

General Federation of Women's Clubs of Virginia

General Federation of Women's Clubs

PO Box 1111  
Anytown, Virginia 01234

555/123-4567  
jdoe@email.com



# INVITATIONS

## COME JOIN US

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

**1<sup>ST</sup> Wednesday of the Month**  
**September through June**  
**7:30 p.m.**

**OPPORTUNITIES for:**  
**Community Service**  
**Personal Enrichment**  
**Networking and Friendship**



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Membership Chairman

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Phone Number

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Email

# INFORMATIONAL CARDS

General Federation of Women's Clubs of  
Virginia

**GFWC**

**Anytown Woman's Club**

Meeting Place: Town Library

Meeting Time: 1<sup>ST</sup> Wednesday, 7:30 p.m.



COMMUNITY SERVICE  
PERSONAL ENRICHMENT  
NETWORKING and FRIENDSHIP

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



**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
- Recipient of a grant for historic preservation
- Governor's Highway Safety award, 2010
- State CIP award, 2013

**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)


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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**

# BROCHURES

Place  
Stamp  
here

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



Side One: Panel One

**Statewide/National Projects:**

- Shot at Life
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Panel Two

**General Federation of Women's Clubs of Virginia**

**GFWC**  
**Anytown Woman's Club**

Meeting Place: Town Library  
Meeting Time: 1<sup>st</sup> Wednesday, 7:30 p.m.




COMMUNITY SERVICE  
PERSONAL ENRICHMENT  
NETWORKING and FRIENDSHIP

Panel Three

# BROCHURES

**GFWC**  
**Anytown Woman's Club**



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**555/123-4567**  
**jdoe20@email.com**

Panel Two

**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!)

Panel Three

# RETENTION

- Show appreciation
- Make sure everyone understands their roles
- Make sure members feel valued
- Many members are busy – make sure meetings are orderly and make good use of valuable time
- Don't be afraid to try new projects or let projects go

# MEMBERSHIP INCENTIVES

- **Recognition Pins**
- **Recruiter Program**
  - Each District's Top Recruiter will receive free registration for the 2017 GFWC Virginia Convention
  - Grand Prize for Top Recruiter in State announced at 2017 GFWC Virginia Convention

# GFWC VIRGINIA ASSISTANCE

## Membership Grants

- Funding is available to help with membership recruitment and retention projects for your club
- Up to \$100
- Limited to ONE per club
- Application Deadline: January 20, 2017

## Contact

- Martha Matthews
- Your District 2<sup>nd</sup> VP/Membership Chairman
- [www.gfwcvirginia.org](http://www.gfwcvirginia.org)

# MEMBERSHIP COUPON

- Available in your District Handbook
- Please fill out for every new member and send to your District 2<sup>nd</sup> VP
- District 2<sup>nd</sup> VP's will send it to Martha



New Members are the **Gold** at  
the End of the **Rainbow**

PLEASE PRINT Date new member joined club: \_\_\_\_\_

New Member's Name: \_\_\_\_\_

New Member's Address: \_\_\_\_\_  
\_\_\_\_\_

Recruiter's Name: \_\_\_\_\_

Recruiter's Address: \_\_\_\_\_  
\_\_\_\_\_

Club Name: \_\_\_\_\_

District: \_\_\_\_\_

Club President's Signature: \_\_\_\_\_

Mail to: **Insert name and address of District 2nd Vice-President**



# QUESTIONS

