

# GFWC Seasonal Recruiting Campaign 2018 - 2020

## PARTICIPATE IN GFWC'S "UNITED BY DIVERSITY" RECRUITMENT CAMPAIGN

Recruitment is a year-round process, and the campaigns and reporting of new members reflect this fact. A club that recruits three new members during each season will end the year with 12 new members! Clubs may plan creative membership recruitment campaigns and events around the many national awareness issues that are aligned with GFWC Community Service Programs, special programs, and commemoration days and months. The possibilities are endless when we look to DIVERSITY for guidance.



Always include Federation facts, food, and fun. Clubs achieving and reporting three new members as a result of their recruiting efforts will be recognized in *GFWC Clubwoman Magazine*.

Send the name of the recruiter and the names and contact information of the active, dues-paying new members to your State Membership Chairman. Only your State Membership Chairman is able to order the pins and circles from GFWC Headquarters. Questions about GFWC Star Recruitment Pins and Circles should be directed to your State Membership Chairman. Clubs should maintain accurate recruiting records that can be passed from one administration to the next.

SET GOALS FOR GROWTH

**Look to increase your clubs membership by 20% by 2020.**



## GFWC'S "UNITED BY OUR DIVERSITY" RECRUITMENT CAMPAIGN

Join GFWC clubs nationwide in our popular membership recruitment campaign.



June, July, and August

### RETENTION

Report due September 1



September, October, and November

### RECRUITMENT

Report due December 1



December, January, and February

### MENTORING

Report due March 1



March, April, and May

### RECOGNITION

Report due June 1