



GFWC Reporting:

GFWC Advancement – Membership

Did your club do any programs or project pertaining to the following that can be reported in the Membership Advancement Narrative Report that promotes retention and recruitment of members and the building a new club?

ACTIONS: RETENTION OF MEMBERS

- GFWC Membership pins are given to each new member
- Special initiation or induction ceremony
- Find out new skills, talents and abilities of a new members and if she is willing to share
- Conducting a new member orientation: **Acquainting news members to club**
- Ask members to complete **GFWC Member Profile and interest sheet**
- Introduce Federation Buddies or Big Sisters program (for the whole membership)
- Assign a specific mentor to a new member
- Club members also wear club shirts with the club name and GFWC emblem to all club events.
- Members networked with other organizations, i.e. church groups, aerobic classes,
- A club activity is printed in the local paper along with information about upcoming meetings.

- Club profiles/brochures
- Members distribute GFWC Profile tri-fold to prospective members
- Club members are recognized for their contributions each month.
- Members are sent newsletter each month or a copy via e-mail.
- Communicating with members about meetings or special events through a telephone tree or email.
- Members received a copy of the minutes of the meeting within days in order to keep everyone inform.
- Car pools are formed to ensure everyone attends the meetings; especially those who do not drive to night events.
- Fun and social activities are planned for meetings as well as social events for members and their husbands, i.e. dinners and theatre performances
- Ice Breakers
- Working/socials are planned for many club projects. Every member is given the opportunity to contribute at all levels, small and large.
- A member is recognized as Clubwoman of the Year for her outstanding volunteer work.

- Members receive recognition on their birthdays and club anniversaries.
- Members receive a yearbook with information about GFWC, GFWC-AZ, GFWC-AZ-Central District, and club information: member information and club activities.
- Members are encouraged to attend federation meetings with the club paying for the registration of any member attending the meeting.
- Dollar for Delegates fundraiser is held at each meeting. The funds are used to help offset the cost of members' meal at meetings.
- Members are on the agenda to report on their attendance at meetings.
- A 50-year pin and a 25-Year pin are given as recognition to members celebrating this milestone.
- GFWC Clubwoman is shared at general meetings.
- Members receive GFWC News & Notes
- Members are encouraged through funds received from Dollars for Delegates to attend district and state conferences and conventions to learn more about their affiliations with GFWC outside of club activities.
- Members wear their GFWC pins to meetings.
- Conducting a club retention survey
 - Used the Retention SWOT(Stengths, Weakensses, Opportunities, Threats) Analysis Template

- Conducting an exit survey of members leaving club
- Conducting a GFWC refresher for current members
- Encourage new class of members to have their own service project
- Encouraging members to attend district, state, region and national GFWC events and to bring information to share with members
- Keep clubs projects fresh, relevant and interesting to entire membership
- Initiate brainstorming sessions to give members a voice in activities and foster club ownership
- Provide new members with a list of activities so they can “shop” for experience that fits their available time & skills.
- Provide organizational charts, short officer and chairmen job descriptions, club bylaws and membership list
- Offer associate membership to retain members that may not want to be as active as before.
- Mentoring new members
- Encouraging retention
- Resolving club conflicts
- Using Conflict resolution tools
- Making it easy to renew
- Ro-rate dues
- Members of the Month
- Recognize Outstanding Members
- Free Membership
- Buddy check for single members
- Voucher for payments

ACTIONS: RECRUITMENT OF MEMBERS

- Tri-folds with club information are included in the prospective members’ packet.
- Efforts are made to recruit former members who have left club.
- Prospective members are given a membership orientation book
- Prospective members are invited to join club members at their social lunches.
- Prospective members are also invited to volunteer with members at our major fundraiser.
- Prospective members are invited to join club members at their social lunches.
- Club president or membership chairman sent a handwritten note of welcome to new members.
- Conducting a club recruitment evaluation - Used the Recruitment SWOT Analysis Template
- How you identify prospective members
- Did you receive any referrals
- Are members told of the benefits of belonging
- Good public relations tools/events
- Use recruitment tools and resources
- Contact prospective with a follow-up phone call
- Have a club membership chairman
- Planned and executed a recruitment event
- Participate in GFWC’s Seasonal Recruitment Campaign
- How potential members are welcome to club
- Celebration of your club’s recruitment success
- Contact Chamber of Commerce
- Billboards
- Realtors
- Employee newsletters
- Women’s Expo
- Craft Shows
- Names tags for guests
- Greeter at all meetings
- Welcome packets
- Inductions of new members
- Recruitment checklist

BUILDING A NEW CLUB

- Commitment to start a new club
- A new club formation team
- Goals: S.M.A.R.T. – Specific, Measurable, Attainable, Realistic, and Time-specific.
- Membership categories
- Special interest clubs
- Identifying a Core group of members for new club
- Generating a prospective members list
- 1st, 2nd, 3rd meeting agendas
- Choosing a club project
- Application and charter process
- Installation of new officers
- Nurturing the new club