

**GENERAL FEDERATION
of WOMEN'S CLUBS**

www.GFWC.org



GFWC Membership Advancement Guide

2010-2012 GFWC Club Manual

Information, Resources, and Strategic Planning Tools to Help Clubs Retain, Recruit, and Rebuild Membership

Introduction

The *GFWC Membership Advancement Guide* is designed especially for GFWC clubs to provide valuable information on retaining and recruiting members, and rebuilding clubs, as well as strategic planning resources, which are available from GFWC.

OBJECTIVE

The GFWC Membership Advancement Guide supports clubs with ideas, resources, and tools to ensure the future of the Federation by retaining and recruiting members, renewing Federation pride, and building new GFWC clubs.

KEY STATEMENT

The underlying purpose of all clubs' actions is to retain and recruit members as members are GFWC's strongest asset. As leaders in your community it is up to you to create an environment where GFWC will be a valued, relevant, dynamic, and committed community service organization.

We hope you are inspired and prepared to make membership matters in your club. The members of the 2010-2012 GFWC Membership Committee are energized, excited, and enthusiastic to work with you, and we will make ourselves available to assist you in any way we can.

Please know that we are most grateful for your dedication and determination.



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Chapter 1 How to Retain GFWC Members

Knowing why someone joins a volunteer organization like GFWC is essential to ensuring that she remains a member over time. There are almost as many reasons to join a club as there are members: making friends, having fun, feeling needed, continuing to learn, gaining leadership skills, accomplishing something worthwhile, making an impact in the community, contributing to the greater good, doing something beyond daily routine—this list goes on and on. GFWC members look for something in their clubs that address their needs. It is our responsibility to make sure they find reasons to belong.

SECTION 1: THE IMPORTANCE OF CONDUCTING A CLUB RETENTION EVALUATION

All clubs should undergo a regular check-up. No matter how well your club functions, it could always find ways to improve its retention strategy and prevent issues that can lead to members leaving your club. The first step is an annual retention evaluation.

Understanding your club's strengths and weaknesses is the first step towards improving your club's ability to retain members. A **SWOT** analysis is a useful, established assessment model that stands for:

Strengths

Weaknesses

Opportunities,

Threats

A SWOT analysis is a powerful technique for identifying Strengths and Weaknesses (internal factors) of your club's current recruitment campaigns, and for examining the Opportunities and Threats (external factors) your club faces. It is used in a variety of settings as a method for identifying developmental areas and can be easily adapted to any decision-making situation. When conducting a SWOT analysis, always be sure to:

- Notify members of the time, date, and location of the meeting, including instructions about how the analysis will be conducted.
- Establish ground rules, and outline that the discussion will be friendly, on-topic, and timed. Participants will be more open-minded and willing to listen.
- Choose a member to facilitate or moderate the session and to re-direct/summarize the discussion if it gets off track.
- Begin and end the session on a high note—everyone say something positive.

When conducting a SWOT analysis collectively find answers in each category by following the process outlined below, adapting the questions to address your club's specific concerns:

Strengths are internal resources or capabilities that help your club accomplish its goals.

- What are our club's major strengths in retaining members?
 - What are the 10 benefits our club provides its members?
 - Why do members like being a part of our club and GFWC?

Weaknesses are internal deficiencies in resources, capabilities, and procedures that hinder your club's ability to accomplish its goals.

- What are our club's major weaknesses in retaining members?
 - Does our club not communicate, organize, or follow-through effectively?
 - What negative comments have been said by members or former members about our club?

Opportunities are external factors or situations that have the potential to affect your club in a favorable way.

- What major opportunities does our club have to retain members?
 - Is there a new need in the community that your club is uniquely poised to meet (*i.e.*, your local library wants to start a literacy program)?
 - Are there great new benefits being offered to GFWC members?
 - Is GFWC offering expanded programs and projects that will reinvigorate your club members?

Threats are external situations or factors that have the potential to threaten your club's existence or cause harm to your club.

- What external or future threats does our club face?
 - What organization is doing the same thing? Are they doing it better?
 - Is your town or area losing its population? Did a large company just reduce or eliminate its workforce?

Once your club has completed its analysis, the second step in the process is to transform the results into goals through developing a strategic club retention plan. Strategic planning can help the club determine where it is right now, where it wants to go, how it will get there, and how it will know when it has arrived. The goals should be S.M.A.R.T. – Specific, Measurable, Attainable, Realistic, and Time-specific.

A sample SWOT Retention Analysis Template and more details on how to develop a strategic plan using S.M.A.R.T. goals can be found in the Resources Section and downloaded at www.GFWC.org/GFWCMembers.

SECTION 2: PLACING THE MEMBER FIRST

To keep members, a club must find out who its members are, understand their expectations, and make every effort to serve them well throughout the years. Members will decide to stay with their clubs only if they feel that their time and dues are being used effectively to improve communities, and if they feel a sense of ownership and pride. There are many ways your club can ensure it is placing your members first and meeting your members' expectations.

Section 2.1: The Importance of Encouraging Member Input

Members need to feel that they play a role in the decisions of the club and that their opinions count. The best way to accomplish this is to ask for their input. There are many ways to determine what the members in your club are thinking—through a SWOT analysis, a suggestion box, informal interviews, surveys, and even by just striking up a conversation with a member. Club leaders should be willing to ask for input on meeting times, what kind of programs and projects are enjoyable or have no appeal, and other suggestions. When a club is embarking on a new project or path, it should come before the membership for a vote. And club leaders must always respect the wishes of the majority for the good of the club. Asking for and implementing the suggestions of the members keeps the club happy, strong, and growing.

Section 2.2: The Importance of Exit Surveys

It is inevitable that your club will lose a member from time to time, and conducting an exit survey when this happens is the first step towards understanding why the member felt the need to leave your club. This information can also be an opportunity to review retention weaknesses and take the steps necessary to improve and prevent further losses.

| A Sample Club Member Exit Survey can be found in the Resources Section and can be downloaded at www.GFWC.org/GFWCMembers.

SECTION 3: HOW TO ENGAGE YOUR MEMBERS

A stable core of experienced members is the backbone of your club. New members can lean on and learn from members with an institutional memory and history of involvement. Working together, experienced members and new members can function like one healthy body—standing tall, moving forward, and making strides toward accomplishing your club's goals. Members who actively participate in their club are more likely to want to continue their membership. In order to engage your members, your club should ensure an atmosphere of fellowship and friendship as well as provide varied opportunities for members to exercise their talents and abilities to feel that they are a useful member of the team. Encouraging involvement not only capitalizes on the creativity and skills of members, but increases their commitment and allegiance as well. Members need to find a home in the club and an ongoing reason to belong. If clubs do not find ways to improve and help their members find a home, they will be lost.

Section 3.1: Suggestions for Engaging Members

Each club and community is unique. Adopt or adapt the suggestions below to help revitalize and engage your members to best suit your club's situation.

- Establish and maintain an effective system of communicating with your members.
 - Institute a telephone tree or e-mail list to remind members of regular meetings or alert them to special events.
 - Club newsletters are a winning method. Items to include:
 - Club president's message
 - District, state, and/or GFWC news and information (remember to subscribe to *News and Notes* for the most up-to-date information regarding GFWC at www.GFWC.org/GFWCMembers)
 - Your club's community service program results
 - Upcoming club events
 - Club, state, and/or GFWC historical information
 - Member highlights, such as birthdays, member profiles, sunshine reports
 - Public policy issues
 - Local community news and events
- Encourage attendance at district, state, region, and national GFWC events where important program and Federation information is shared. Be sure to bring back and share with fellow members what you learned.
- Keep club projects fresh, relevant, and interesting to the entire membership.
- Initiate brainstorming sessions to give all members a voice in activities of the club and foster a sense of ownership in the club.

Section 3.2: How to Conduct a GFWC Federation Refresher

Research shows that a positive program of continuing education can help increase a club's overall retention rate. Keep updated on Federation matters and establish a continuing education policy. This education process becomes a "Federation Refresher," which is not only essential for instilling a sense of pride and purpose in newer members, but seasoned members as well. GFWC continually looks for new ways to improve its benefits and services to members. All members should be knowledgeable about GFWC, which has many programs designed to keep its members informed and connected.

- Encourage all club members to subscribe to:
 - *GFWC Clubwoman Magazine*, GFWC's official magazine, which is distributed six times per year to more than 10,000 members who are the first to receive feature stories on GFWC clubs, programs, and projects.

- *GFWC News & Notes*, a comprehensive, free, weekly electronic newsletter, sharing tips and program ideas to enhance your club's community improvement efforts.

Subscribe to GFWC Clubwoman Magazine using the subscription form in the Resources Section or online at www.GFWC.org/GFWCMembers. For your complimentary subscription to GFWC News & Notes, sign-up at www.GFWC.org.

- Share and discuss the *GFWC Club Manual*, a leadership guide providing clubs with essential management tools and community service project resources to enhance the effectiveness of your club.
- Focus part of a meeting on the amazing resources available through the GFWC Women's History and Resource Center, which collects, preserves, interprets, and promotes the historical, social and political contributions of GFWC and women volunteers. Visit the WHRC online catalog at www.GFWC.org/WHRC, where you can access information and images related to GFWC's history, including archival material, photographs, publications, art, and artifacts.
- Read and discuss the GFWC Resolutions and Bylaws information found in the annual GFWC Call to Convention and in your state Call to Convention.
- Attend district, state, region, and/or national meetings as a group, particularly those that require hands-on action, and discuss the actions taken after each event.
- Develop a program or programs to incorporate fun GFWC facts, Federation quizzes, puzzles or games based on board or TV game shows, and facts in member yearbooks during meetings
- Invite state or district leaders to speak at a club meeting.
- Celebrate GFWC Federation Day on April 24.
 - Request your mayor or governor proclaim April 24 as GFWC (Club Name) Day
 - Write a letter to the editor of your local newspaper for publication on Federation Day citing the contributions your club and GFWC has made to the community over the years.
 - Organize and conduct a visible community service project on April 24.

Experience shows that when members are knowledgeable about their organization, the chances for retaining a solid membership are much greater.

Sample Federation Fact Games and Activities can be found in the Resources Section and can be downloaded at www.GFWC.org/GFWCMembers.

SECTION 4: RETENTION STARTS EARLY

The process of retaining club members can never start too early. The addition of new members signals the start of the most critical part of any membership plan—new member retention. The first year is the most

crucial in a GFWC clubwoman's membership. New members need to immediately feel they can make a meaningful contribution to their community through a vibrant and active club. By encouraging new members to become involved early on, they will form a vested interest in club happenings, thereby reinforcing their commitment to the club and the GFWC mission.

Section 4.1: Welcoming Members

Here are a few suggestions for ways to incorporate new members into the group:

- Hold a special initiation or induction ceremony for new members and present them with the GFWC member pin, which is available for sale online through the GFWC Marketplace at www.GFWC.org/Marketplace
- Encourage a class of new members to have their own service project with an experienced member to provide guidance.
- Find out what skills, talents, and abilities a new member has and is willing to share (*e.g.* parliamentary procedure skills, computer skills, artistic talents, etc.).

Section 4.2: How to Conduct a New Member Orientation

In any relationship, having a mutual understanding of expectations is crucial to establishing trust. Member-club relationships are no different. Members must begin their experiences with a realistic idea of what they may be asked to do and the time commitment involved. Club leaders must clearly communicate goals and objectives so everyone understands the current activities of the club, as well as where the club is headed. Dissatisfaction and conflicts can often be attributed to gaps in expectations that are never understood or discussed. The first tool when completing the task of new member retention is an orientation. A member orientation program should Acquaint, Inform, and Motivate.

Acquaint

Ensuring that new members feel comfortable at an orientation is the first order of business. These individuals are outside of their comfort zone, and it is the obligation of your club members to ease the stress. At an opening meeting, create a small panel comprised of your club's officers and chairmen so they can share their titles and job descriptions, as well as why they joined your club in the first place. This gives your new members a greater overview of opportunities available to them in the club as they become more involved.

Suggestions for acquainting new members with your club can be found in the Resources Section and can also be downloaded
www.GFWC.org/GFWCMembers.

Inform

This section of the orientation process should cover your club and GFWC's history, purpose, and structure. The GFWC DVD is useful tool for illustrating the GFWC structure and can be ordered through the GFWC Marketplace. You can also download, view, and share PSAs created by GFWC at www.GFWC.org/GFWCMembers. Your club should also share information on dues, meeting times, programs, projects, and member obligations. Provide your new members with a checklist outlining brief descriptions of your club activities, allowing your new members to shop for the experience that best fits their available time and skill sets. Be sure to include organizational charts, short officer and chairmen job descriptions, your club bylaws, and a membership list.

Motivate

Inspire all your members, current and newly recruited, to become excited about GFWC and your club activities. The most effective way to motivate your members is to understand and align their interests with opportunities that excite them. Ask your members to complete a GFWC Member Profile and Interest Sheet. Review their answers, consider their personal interests and abilities, and find ways to match them to your specific club activities. Remember, when asking a member to take on a specific task, the skills required should not only match those possessed by the member, but should fall into her areas of interest. Expecting a member to take on a task with which she is not comfortable reveals a lack of personal understanding, and is one of the quickest ways to lose her.

A sample GFWC Member Profile and Interest Sheet can be found in the Resources Section and can be downloaded at www.GFWC.org/GFWCMembers.

SECTION 5: MENTORING NEW MEMBERS

Mentoring is an effective way to promote new members' involvement in your club. Clubs may call these mentors "Federation buddies" or "big sisters." A mentor's responsibilities include explaining your club structure and activities, as well as illustrating how your club fits into GFWC's overall structure. Develop a process for finding enthusiastic, committed club members who are interested in serving as ongoing source of support for new members. Some basic qualifications for a club mentor include:

- A high level of knowledge about, and interest in, the club and GFWC.
- A willingness and ability to devote the time and energy necessary to help a new member fully participate in the club.
- Having some things in common with the new member (hobbies, interests, profession etc.).

Mentors can be assigned before or after induction. Your club should determine at what point mentoring should begin and how long it should continue. Each mentoring relationship is different, and should be

determined by both parties involved. However, there are some basic tasks that are common to all pairings, and can include:

- Introducing the new member to every club member and accompanying the new member to club meetings to make her feel at home.
- Staying in touch and monitoring the new member's comfort level and involvement in the club.
- Explaining the various club committees and community services programs, and suggesting a committee assignment that is compatible with the new member's interests.
- Ensuring that the new member understands all club rules, including but not limited to membership dues, attendance requirements, committee requirements, or project requirements.
- Informing the new member about club, district, state, regional, and national meetings and events held throughout the year, attending them with her, if possible.

SECTION 6: NEW MEMBER FEEDBACK

Once new members join your club, remember not to let communication stagnate. After the first six months of her membership, ask her to complete a new member satisfaction survey. This will help demonstrate the effectiveness of your club's orientation and mentoring program.

Members who feel that their voices are respected will be members who are motivated to remain committed and active in your club. Additionally, their input will provide new perspectives on how your club can continue to stay strong and grow.

A sample GFWC Member Satisfaction Survey can be found in the Resources Section and can be downloaded at www.GFWC.org/GFWCMembers.

SECTION 7: RETAINING MEMBERS BY ENCOURAGING FLEXIBILITY IN YOUR CLUB

There is one thing we know there is just too little of—time. One of the reasons heard most often to justify why a member leaves her club is, “I just don't have enough time.” Family and professional demands leave little opportunity for wasting time. If clubs make membership an ordeal or members constantly feel like they must jump through hoops just to stay a member, they will leave. Conversely, members whose time is respected and who feel appreciated are more likely to make GFWC a permanent fixture in their lives.

Each club and community is unique. Adopt or adapt the suggestions below to help encourage flexibility in your club operations to best suit your club's situation:

- Streamline meetings to ensure they are as convenient and productive as possible to meet the needs and diversity of your club members.
 - Consider the time commitments of both women who work outside the home and stay-at-home moms, and schedule meetings that accommodate as many members as you can.

- E-mail or mail the minutes and treasurer’s report prior to the meeting, allowing time for members to review for corrections or additions at home.
- Make an agenda and stick to it.
- Keep reports brief and pertinent.
- Two hours is about right for a meeting.
- Allow time for discussion, but set a time limit on debate.
- Provide time either before or after the scheduled meeting for socializing and refreshments.
- Include programs that are interesting, stimulating, and short.
- Review the obligations required from your club members.
 - Are members required to attend a certain number of meetings?
 - Are they required to volunteer a certain number of hours, or participate in a certain number of programs or projects?
 - Are those or any other requirements too stringent for today’s busy women?

Rules, regulations, requirements, and traditions, believe it or not, are not set in stone. Parliamentary procedure outlines a set of rules to assist a club in its club operations in the best possible manner. However, they are not meant to strangle the enjoyment of your club. Routinely review your club bylaws and standing rules, and consider amending those that are no longer relevant or representative of the majority of member concerns, situations, and interests.

SECTION 8: RECOGNIZE AND REWARD

Members are likely to remain in a club that has a positive and fun atmosphere. Members do not join to be recognized, but it is always nice to hear that your efforts have been appreciated. Little words of affirmation mean a lot:

- “Great job; you made us all look good.”
- “Your efforts are really making a difference.”
- “You are an inspiration to us all.
- “Your contribution to this project helped to make it happen.”

Section 8.1: Recognizing 25-Year and 50-Year Members

Celebrate members’ 25-years and 50-years of GFWC service with the elegant GFWC Gold and Silver pins. The GFWC Gold Pins are awarded by GFWC to 50-year GFWC members. And, GFWC Silver Pins are available through the GFWC Marketplace to recognize 25-year members.

GFWC Gold Pins for 50-Year Members

GFWC Gold Pins are available free of charge for 50-year members who have not previously received the Gold Card. (Please note: *Gold Cards are no longer available.*)

- Previous Gold Card recipients may order a GFWC Gold Pin from GFWC for \$5 by using the appropriate Gold Pin Order Form.
- Challenge clubs to recruit at least one new member in honor of each GFWC Gold Pin recipient.
- The GFWC Membership and Programs Department maintains a list GFWC Gold Pin recipients, organized by state. State Membership chairmen may request the names of pin recipients in their states in order to recognize these special 50-year members at state and/or district meetings.

The GFWC Gold Pin Order Form can be found in the Resources Section and in the Forms Section of the GFWC Club Manual, as well as downloaded at www.GFWC.org/GFWCMembers.

GFWC Silver Pins for 25-Year Members

The GFWC Silver Pin is available for online purchase at the GFWC Marketplace, www.GFWC.org/Marketplace for \$5 plus shipping and handling.

Section 8.2: Club Anniversaries

Each year is a year to celebrate your club's anniversary. Whether it is five, 10, 15, or 20 years since the anniversary of your founding, consider honoring one member every year with a "GFWC Clubwoman of the Year" award for her dedication and service to your club, and honor a new member with a "GFWC Rookie of the Year" award for her willingness to jump in and get involved.

Section 8.3: GFWC Club Milestone Anniversary Recognition

GFWC acknowledges and celebrates milestone club with a certificate, letter from the GFWC International President, and recognition in *GFWC Clubwoman Magazine*. Milestone anniversaries are 25, 50, 60, 70, and every five years thereafter (75, 80, 85, etc.). Anniversary dates are based on the *date when a club joined the General Federation of Women's Clubs*, not the date when the club was founded. (For example, GFWC was founded in 1890, so we cannot recognize the anniversary of club that is 130 years old.) To request recognition of your club's milestone anniversary, please contact GFWC Membership Services in writing via e-mail GFWC@GFWC.org or postal mail: Attn: Club Anniversary Milestone Recognition, GFWC, 1734 N Street NW, Washington, DC 20036-2990. To check on the status of your recognition request, you may call a membership services associate at 202-347-3168 or 1-800-443-GFWC (4392). Please allow at least three weeks to receive and process your certificate request.

Your request must include:

- Correct, official, and complete name of your club
- Anniversary year being celebrated (25, 50, 60, 70, and every five years thereafter)
- Date when your club became federated as part of the General Federation of Women's Clubs
- Date of your club's anniversary celebration
- Name and address of club president who will be in office when anniversary is to be celebrated
- Name and address where certificate and letter will be sent if different from club president
- Date by when the anniversary certificate is needed

SECTION 9: ENCOURAGE RETENTION

Often, when a member moves to a new town, state, or region, she has difficulty in finding a GFWC club in her new location. During her busy transition, she may put it off until she eventually loses interest, is contacted by another volunteer group, or fills her life with other activities. Whatever the reason, she is lost to GFWC. It is imperative that we retain her as a member. With your help, we can facilitate her transition into another GFWC club near her new home.

The GFWC Member Transform Form can be found in the Resource Section, the Forms section of the GFWC Club Manual, as well as downloaded at www.GFWC.org/GFWCMembers.

SECTION 10: RESOLVING CLUB CONFLICT

Section 10.1: Conflict Resolutions Tools

Why do members leave a GFWC club? In the majority of cases, it is not because of something GFWC did or did not do, or something that the state federation did or did not do. Members leave because of the way members treat each other. Because GFWC clubs are comprised of different personalities, it is inevitable that conflict will arise. How conflict is resolved can determine whether a member stays or resigns, or if a club leaves the Federation. The key to preventing conflict is consistent, open communication. Clubs and their leaders who practice active listening and encourage two-way communication reduce the amount of conflict in their clubs.

However, no matter how skillful and talented a leadership team may be, there will always be some conflict. The key to successfully resolving conflict is identifying it and determining its underlying causes as soon as possible.

Conflict occurs on many levels and, if addressed effectively, its outcome can:

- Produce stronger, more resilient working relationships
- Improve creative output

- Generate innovative problem-solving solutions

There are two basic kinds of conflict:

- Unnecessary conflict, which occurs when individuals have differing perceptions or hostile feelings that lead to disagreement and build up to full-blown conflict.
- Resolvable conflict, which occurs when two individuals' viewpoints on an issue initially seem to be at opposite ends of the spectrum, but are based on differing goals, needs, or interests. When communicated these types of conflicts can be resolved with a win-win outcome.

There are observable and typical warning signs of conflict that all club leaders should be aware of:

- Chronic complaining
- Increased stress
- Failure to contribute
- Unnecessary competitiveness
- Undermining other people's position
- Significant change in level of activity or participation

Additional Conflict Resolution Information can be found in the Resource Section and online at www.GFWC.org/GFWCMembers.

Section 10.2: GFWC Mediators

There are situations that will arise that will require a third party's objective perspective. GFWC Mediators are available to help members at every level. Mediators are experienced GFWC members who have received specialized training in the areas of conflict resolution, parliamentary procedure, and organizational building.

They are prepared to work with, counsel, and assist members. An individual GFWC member or a representative of a club can request a GFWC Mediator by contacting the GFWC Senior Director of Membership and Programs at GFWC@GFWC.org or 202-347-3168. Please note that this service is confidential, and GFWC will not refer a GFWC Mediator that lives in the same GFWC Region as the requesting member or club.

SECTION 11: MAKE IT EASY TO RENEW

When it comes to paying club dues, make it as easy as possible. Make sure your members know when member dues are owed, how much they will be, and what is included in their dues (*i.e.*, GFWC dues are \$15 per person, state dues are \$10 per person, and club dues are \$50 per person—per year).

Consider using a meeting time to collect dues, billing members for them, or making reminder phone calls. Be aware that if a member is delinquent in dues remittance, she may have a financial reason. Club leaders should contact her discreetly and see if a payment plan may be worked out. Or the club could consider a fund for such purposes.

CONCLUSION

It is frustrating to continually recruit new members into your club only to see them leave after a year or two. To keep the members you've worked so hard to recruit, your club must offer well-run and informative meetings, hands-on projects, learning opportunities, fundraising activities, and social gatherings. Clubs must also commit to creating an environment of flexibility and inclusion.

Members join and leave volunteer organizations because of the relationships formed or not formed. Clubs should not only be respectful of differences, but should make it a practice to explore them to discover new opportunities and ways of doing things. Diverse clubs are well-rounded clubs with the ability to adapt and adjust positions for sustained success. GFWC' motto, "Unity in Diversity," should always be practiced.

The majority of members say the reason they join a GFWC club is because they want to make a positive difference in their communities and beyond. Ensure that your club provides the opportunities they are looking for to support and further these goals, and you will be rewarded with happy, productive members who will not only stay, but who will be your club's best recruiters.

Chapter 2: How to Recruit New GFWC Members

Communities across the country and around the globe benefit from the work of GFWC club members every day. GFWC club-led projects and programs have positively impacted this country and the entire world for more than hundred years. One of the most vital goals we have is to ensure that this noble tradition continues into the future.

Neighbors, friends, co-workers, and family all deserve the chance to be a part of GFWC, because GFWC really has, does, and will continue to change lives for the better. It is important that we learn how to invite and encourage women to become part of our clubs so that our communities can continue to improve through the work of GFWC volunteer service and special programs.

Recruiting, welcoming, and incorporating new members into your club should and must involve everyone in your club. Member recruitment is an ongoing process that requires the focus and commitment of all of your members. The most important thing during this process is to be determined to succeed with your recruitment efforts. Without dedication and follow-through, no recruitment program will be as successful as it could be.

SECTION 1: CLUB RECRUITMENT EVALUATION

Members are the vital link to GFWC's success on the local, state, and national levels. Every GFWC club should have a comprehensive recruitment plan for new members. The first step towards designing this plan is for a club to conduct an annual recruitment evaluation.

Understanding your club's strengths and weaknesses is the first step towards improving your club's ability to recruit members. A SWOT analysis is a useful, established assessment model that stands for:

Strengths

Weaknesses

Opportunities

Threats

A SWOT analysis is a powerful technique for identifying Strengths and Weaknesses (internal factors) of your club's current recruitment campaigns, and for examining the Opportunities and Threats (external factors) your club faces in recruiting members. It is used in a variety of settings as a method for identifying

development areas, and can be easily adapted to any decision-making situation. When conducting a SWOT analysis always be sure to:

- Notify members of the time, date, and location of the meeting, including instructions about how the analysis will be conducted.
- Establish ground rules and outline that the discussion will be friendly, on-topic, and timed. Participants will be open-minded and willing to listen.
- Choose a member to facilitate or moderate the session and to re-direct/summarize the discussion if it gets off track.
- Begin and end the session on a high note—everyone say something positive.

When conducting a SWOT analysis collectively find answers in each category by following the process outlined below, adapting the questions to address your club's specific concerns:

Strengths are internal resources or capabilities that help your club accomplish its goals.

- What are our club's major strengths in recruiting members?
 - What recruitment techniques (events, outreach types, etc.) are we currently using that seem to be effective?
 - Which members or teams seem particularly dedicated to the goal of recruiting new members?

Weaknesses are internal deficiencies in resources, capabilities, and procedures that hinder your club's ability to accomplish its goals.

- What are your club's major weaknesses in recruiting members?
 - What have we done (events, communications) that has yielded very little results?
 - Does our club not communicate, organize, or follow-through effectively?
 - What negative comments have been expressed by members or former members about our club?

Opportunities are external factors or situations that have the potential to affect your club in a favorable way.

- What major opportunities do we have to recruit members?
 - What communities of women are readily available in our area (soccer moms, businesswomen, retirement communities)?
 - Are there new businesses around that we could partner with for a recruitment event?
 - Does your local high school mandate volunteer service as a requirement for graduation?
 - Are there great new benefits being offered to GFWC members?
 - Is GFWC offering expanded programs and projects that will reinvigorate your club members?

Threats are external situations or factors that have the potential to cause harm to your club.

- What external or future threats does our club face?
 - Is our pool of potential members short on free time, money, or willingness to help?
 - What organization is doing the same thing? Are they doing it better?
 - Is your town or area losing its population? Did a large company just reduce or eliminate its workforce?

Once your club has completed the analysis, the second step in the process is to transform the results into goals through developing a strategic club recruitment plan. Strategic planning can help the club determine where it is right now, where it wants to go, how it will get there, and how it will know when it has arrived. The goals should be S.M.A.R.T.–Specific, Measurable, Attainable, Realistic, and Time-specific.

A sample SWOT Recruitment Analysis Template and more details on how to develop a strategic plan using S.M.A.R.T. goals can be found in the Resources Section and downloaded at www.GFWC.org/GFWCMembers.

SECTION 2: PROSPECTIVE MEMBERS

Section 2.1: How to Identify Prospective Members

Wherever you go, you are bound to meet someone with whom you can talk and share information about GFWC and your club. Direct them to your club's website and GFWC's website (www.GFWC.org).

Prospective members are everywhere:

- At the Office: Invite a co-worker who has expressed interest in a project you are working on to accompany you to a club or committee meeting. Keep her special interests in mind at all times, and point out a program with which me she may want to work.
- At Social Gatherings: Neighbors, friends, friends of friends, and even former members are all people to talk to about your club and the projects members are undertaking. Make sure to follow-up with a phone call or e-mail and forward the lead to your club's membership chairman.
- At Community Meetings: Meetings of other organizations provide opportunities to discuss your GFWC club and to share information about your projects. When you are working in collaboration with a person from another agency or group that is involved in a community service project, discuss other projects in which your club and GFWC are involved, and invite that person to your next club or committee meeting.
- At Local Schools: Teachers, administrators, and parents of students who have benefited from or participated in club-sponsored programs, projects, or scholarships are likely candidates. This is also a good place to recruit members for Juniorette clubs and collegiate clubs.

- On Planes and Trains: Wear your GFWC pin and emblematic apparel and start a conversation with the person sitting next to you. She may not be from your town, or even your state, but you can tell her about GFWC, share a GFWC tri-fold brochure, and offer to help her locate a club where she lives.

In addition to personal contacts, there are many other ways to increase your recruiting effectiveness. You can market club membership all over town if you just unleash your imagination. Through building a club website, advertisements in local newspapers, news articles, brochures, and flyers, you can get GFWC information to schools, college alumni associations and student clubs, your local PTA, professional associations, local libraries, your local chamber of commerce, community buildings, beauty salons, grocery stores, shopping malls, health clubs, doctors' offices, places of worship, wives' clubs at local military bases—the list is endless.

Section 2.2: Referrals from Headquarters

The GFWC website (www.GFWC.org) is often visited by women interested in joining a volunteer community service organization. Usually, contact is made by e-mail and is received by GFWC Membership Services. Contact information for potential new members is sent from GFWC to the respective state's membership chairman.

These potential members have already taken the first step in learning more about GFWC by contacting us. They are already interested in getting information about clubs near their homes. They want to become involved. The hard part is already done! This is what happens next:

- 1) Upon receiving information regarding a potential or interested member at GFWC Headquarters, an e-mail is immediately sent to her, and her original e-mail is forwarded to her respective state's membership chairman and state president.
- 2) The state membership chairman (or junior membership chairman, if appropriate) immediately contacts the local club president (or club presidents), and provides her with the prospective member's contact information.
- 3) When your state membership chairman, state president, or district officer contacts you with the name and contact information of a potential or interested member, don't let this promising lead slip away. A quick phone call or e-mail is all it takes to acknowledge her interest.

A sample Club President Communication to Potential Members can be found in the Resources Section and can also be downloaded at www.GFWC.org/GFWCMembers.

SECTION 3: MARKETING GFWC MEMBERSHIP

The more you TELL, the more you SELL, so tell the benefits of GFWC club membership whenever you can. Assure a prospective member that her experience will be rewarding, challenging, and stimulating. Don't forget to bring GFWC and club promotional materials to all projects and events and promote membership by wearing GFWC emblematic merchandise (member pin, t-shirt, buttons, etc.).

Section 3.1: Membership Benefits

Today's woman expects to gain a lot from her club affiliation, so be ready to answer her when she asks why she ought to join. Here is a list of talking points that all members can use to describe the benefits belonging to a GFWC club offers:

- The satisfaction that comes from making a difference in the community—every member contributes her individual efforts. The combined forces of members on the club, district, state, and national levels demonstrates “strength in unity” and provides the forum to make a difference where it counts.
- A network of support and encouragement from women with similar interests and concerns—fun, fellowship, and most important of all, lasting friendships based on mutual respect and shared experiences.
- Leadership training and professional skills development—skills gained from volunteer work can be used to open career doors, build a resume, obtain academic credit, or put to use in a personal business venture.
- A diversified set of national resources are offered in the Arts, Education, Conservation, Home Life, International Outreach, and Public Issues Community Service Programs as well as special projects in domestic violence awareness and prevention and advocates for children—truly something to satisfy every member, and opportunities, not to mention inspiration, that otherwise would not be available to help you and your club better function within your community.
- Opportunity to mold public opinion—GFWC clubs' united efforts provides a greater impact on important issues than individual voices would be able to provide on their own.
- Volunteering makes the heart grow stronger—reports show that volunteers have greater longevity, higher functional ability, lower rates of depression, and less incidence of heart disease.

Be sure to add to this list with activities and rewards specific to your club. Supplement the list with your own personal experiences. Understanding the benefits and services offered by GFWC and your club's membership, being prepared to talk about them knowledgeably and concisely, and using your own personal anecdotes is a great approach to communicating the benefits of belonging to GFWC.

A comprehensive list of benefits and services provided by GFWC can be found in the Resources Section and can be downloaded at www.GFWC.org/GFWCMembers.

Section 3.2: Good Public Relations Can Help You Recruit New Members

An effective public relations program can enhance your efforts to increase membership. All clubs are encouraged to have a public relations coordinator who works closely with the membership committee. While most people think of public relations as getting attention from the media, it is actually much more than that. Public relations (also known as Public Affairs) is the ongoing process by which a favorable image of GFWC clubs is created and projected to many other audiences—members, potential members, and the general public, as well as the media.

Make use of all your local media outlets—newspapers, radio stations, TV and cable stations. Consider using social media to invite prospective members to join fellow clubwomen across the country on GFWC’s Facebook Page (www.Facebook.com/GFWCMembers.) Encourage prospective members to view GFWC’s public service announcement by visiting the GFWC website (www.GFWC.org.)

How a club is perceived in the community is vital to its ability to gain new members, raise funds, and provide services. The more people know about what your club is doing and how successfully it is doing it, the more likely it is that they will want to become involved. Your state public relations chairman and the Senior Director of Public Affairs at GFWC Headquarters also can provide assistance.

For more information on useful tools for working with internal and external audiences, please review the GFWC Public Affairs Advancement Guide in the GFWC Club Manual, which includes information on public relations strategies, sample club press releases, and instructions on how to build a GFWC club website.

Section 3.3: Recruitment Checklist

To make certain you have grasped the essentials of marketing and public relations-oriented recruitment, ask yourself the following ten questions:

- 1) Do you communicate the benefits of belonging to your club and GFWC?
- 2) Do you network with others outside of your club?
- 3) Do you use every opportunity to tell people about your club’s volunteer activities?
- 4) Do you spread the word about your club wherever you go?
- 5) Does your club target all age groups, ethnic backgrounds, and women who work both in and out of the home?
- 6) Do you market your club through a club website, social media ads, flyers, submitting news articles on your clubs community projects to your local newspaper, and a variety of public relations techniques?
- 7) Does your club have a public relations or public affairs coordinator?
- 8) Do you promote your club when you are participating in fairs, seminars, and other community

projects?

- 9) Do you always follow up with potential members by returning their phone calls or e-mails, and invite them to meetings?
- 10) Does each member of your club know that she is responsible for recruiting?

SECTION 4: RECRUITMENT TOOLS AND RESOURCES

Remember the many recruitment tools that are available to you through GFWC Headquarters:

- GFWC Website (www.GFWC.org) our cornerstone communications site, is the most up-to-date reference for GFWC news, information, and feature articles
- *GFWC News & Notes*, a comprehensive, free, weekly electronic newsletter, shares tips and program ideas to enhance your club's community improvement efforts. To subscribe, please visit www.GFWC.org.
- *GFWC Clubwoman Magazine*, the voice of the Federation. Published six times a year, this glossy magazine provides subscribers with feature stories on GFWC clubs, programs, and projects.
- GFWC's Facebook Page, www.Facebook.com/GFWCMembers, is where prospective members can view the fellowship and fun GFWC clubwomen across the globe enjoy through their participation in GFWC.
- GFWC Membership Grants provide funding to help underwrite membership recruiting and rebuilding in your community. GFWC offers \$50 for club member recruitment programs and \$100 for district new club building programs. With very little effort, you can apply for the funding necessary to conduct a successful recruiting event or new club formation project. To learn more please contact www.GFWC.org/GFWCMembers.
- GFWC Marketplace (www.GFWC.org/Marketplace), is the one-stop online shop for ordering club recruiting resources, tools, and accessories to help you market GFWC:
 - GFWC DVD and PSAs—provides historical background and current information about GFWC at the local, state, and national levels, giving members clear ideas of how their clubs fit into the “big picture.”
 - GFWC Brochure—Share GFWC with all your audiences using the updated brochure, which includes a brief history of GFWC and details on our members, programs, and mission.
 - GFWC Mini Tri-fold—Don't leave home without GFWC! This handy miniature brochure fits right in your wallet and can be distributed to anyone who asks about your GFWC club. The mini tri-fold can be personalized with your contact information or that of your club.
 - GFWC Member Pin—the accessory no GFWC clubwomen should be without. Wear it proudly to proclaim your membership and promote GFWC.

SECTION 5: THE IMPORTANCE OF HAVING A CLUB MEMBERSHIP CHAIRMAN

While it's true that all members should be involved in the recruitment process, each club should have one person who is willing to step up and take the lead on membership efforts. Appointing a membership chairman is an important indication of your club's dedication to recruiting new members, and can make a world of difference to the very future of your club. The membership chairman should be:

- Organized and efficient
- Motivated and enthusiastic
- Knowledgeable and positive about the club and GFWC
- Comfortable speaking in public
- Outgoing and comfortable meeting new people
- Able and willing to delegate responsibility

Complete Membership Chairman Duties and Responsibilities can be found in the Resource Section and can be downloaded from www.GFWC.org/GFWCMembers.

SECTION 6: PLANNING AND EXECUTING A RECRUITMENT EVENT

After identifying a list of prospective members, one of the most effective ways to transition them into your club is to host a recruitment event. Look to your town and to the GFWC Community Service Programs for ideas.

- Ask a new restaurant in your area to sponsor your club in exchange for the business you'll generate through recommendations and return visits, or have a party centered around a GFWC Community Service Program. For example, October is Breast Cancer Awareness Month. Consider partnering with a local hospital to make comfort pillows for breast cancer survivors.
- In honor of National Library Week in April think about sponsoring a "Discovery Room, containing learning tools such as puzzles, books, blocks etc. for pre-school aged children to explore and discover new knowledge. Don't forget to include club information and fun activities for their mothers.

Research shows that clubs that are most successful at attracting new members are clubs that plan relevant, stimulating, and meaningful programs, which contribute to the positive growth of the individual and the community. GFWC offers many interesting and new ideas through its six Community Service Programs: Arts, Education, Conservation, Home Life, International Outreach, and Public Issues, as well as in special project areas: GFWC Signature Project: Domestic Violence Awareness and Prevention and Juniors" Special Projects: Advocates for Children. Refer to the *GFWC Club Manual* for inspiration, ideas, and resources.

Examples of Successful Recruitment Events and Recruitment Event Tips can be found in the Resource Section and can be downloaded at www.GFWC.org/GFWCMembers.

SECTION 7: GFWC'S SEASONAL RECRUITMENT CAMPAIGN—A TIME FOR GFWC MEMBERSHIP

Join GFWC clubs nationwide in its seasonal membership recruitment campaign: *Three New Members is a Great Reason to Recruit This Season.*

There is a reason in every season to roll out the red carpet to invite and excite potential new members across the year:

Winter	Flurry of Members	December, January, and February	Report due March 1
Spring	Growing Members	March, April, and May	Report due June 1
Summer	Warm Up with Members	June, July, and August	Report due September 1
Fall	Rake in New Members	September, October, and November	Report due December 1

Recruitment is a year-round process, and the campaigns and reporting of new members reflect this fact. A club that recruits three new members a season will end the year with 12 new members. Clubs should plan creative membership recruitment campaigns and events around the many national awareness topics that are aligned with GFWC Community Service Programs, special projects, and public policy awareness and commemoration days and months. Here is just a sampling:

- Book Month
- Energy Management is a Family Affair—Improve Your Home
- Adopt a Shelter Pet
- Safe Schools
- Positive Attitude
- Breast Cancer Awareness
- Child Health Care
- Fire Safety
- Emotional Awareness
- Domestic Violence Awareness

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

Guidelines and suggestions for themes for A Time for GFWC Membership Recruitment Campaigns can be found in the Resources Section and can be downloaded at www.GFWC.org/GFWCMembers.

SECTION 8: WELCOMING POTENTIAL MEMBERS TO YOUR CLUB

The day that a new member joins your GFWC club is the beginning of a long and mutually rewarding relationship. Consider conducting a new member orientation and/or holding an induction ceremony to create an environment that will ensure your new members feel well-informed and welcome. Make sure that your potential members feel welcome right away:

- Before meetings, offer rides so they do not have to worry about finding the location or entering alone.
- Designate a current member or team to greet attendees at the door.
- Consider designing a seating arrangement to encourage current members to break out of cliques and to sit next to new ones so they immediately feel included.
- Conduct an icebreaker exercise at the beginning of any meeting attended by potential or new members that introduces them to the club in a fun and memorable way.

Sample Ice Breakers can be found in the Resource Sections or downloaded at www.GFWC.org/GFWCMembers.

Section 8:1 How to Conduct a New Member Orientation

In any relationship, having a mutual understanding of expectations is crucial to establishing trust. Member-club relationships are no different. Members must begin their experience with a realistic idea of what they may be asked to do, and the time commitment involved. Club leaders must clearly communicate goals and objectives so everyone understands the current activities of the club, as well as where the club is headed. Dissatisfaction and conflicts can often be attributed to gaps in expectations that are never understood or discussed. The first tool when completing the task of new member retention is an orientation. A member orientation program should Acquaint, Inform, and Motivate:

Acquaint

Ensuring that new members feel comfortable at an orientation is the first order of business. These individuals are outside of their comfort zone, and it is the obligation of your club members to ease the stress. At an opening meeting, create a small panel comprised of your club's officers and chairmen so they can share their titles and job descriptions, as well as why they joined the club in the first place. This gives your new members a greater overview of opportunities available to them in the club as they become more involved.

Suggestions for acquainting new members with your club can be found in the Resources Section and can also be downloaded www.GFWC.org/GFWCMembers.

Inform

This section of the orientation process should cover your club and GFWC's history, purpose, and structure. The GFWC DVD is a useful tool for illustrating the GFWC structure and can be ordered through the GFWC Marketplace. You can also download, view, and share PSAs created by GFWC at www.GFWC.org/GFWCMembers or order them online from the GFWC Marketplace (www.GFWC.org/Marketplace). Your club should also share information on dues, meeting times, programs, projects, and member obligations. Provide your new members with a checklist outlining brief descriptions of your club activities, allowing your new members to shop for the experience that best fits their available time and skill sets. Be sure to include organizational charts, short officer and chairmen job descriptions, the bylaws, and a membership list.

Motivate

Inspire all your members, current and newly recruited, to become excited about GFWC and your club activities. The most effective way to motivate your members is to understand and align their interests with opportunities that excite them. Ask your members to complete a GFWC Member Profile and Interest Sheet. Review their answers, consider their personal interests and abilities, and find ways to match them to your specific club activities. Remember, when asking a member to take on a specific task, the skills required should not only match those possessed by the member, but should fall into her areas of interest. Expecting a member to take on a task with which she is not comfortable reveals a lack of personal understanding, and is one of the quickest ways to lose her.

A sample GFWC Member Profile and Interest Sheet can be found in the Resources Section and can be downloaded at www.GFWC.org/GFWCMembers.

Section 8.2: How to Hold an Induction Ceremony

One of the best ways to make your new members feel special is to hold a meaningful, memorable induction ceremony for them. It can be during a regular membership meeting or a separate event, and is sure to instill a sense of pride in belonging to GFWC when each new member is celebrated by name. Present the new members with a GFWC Member Pin, or contact GFWC Membership Services at GFWC@GFWC.org to order a special letter from the GFWC International President.

Sample Induction Ceremonies can be found in Resources Section and can be downloaded at www.GFWC.org/GFWCMembers.

SECTION 9: CELEBRATE YOUR CLUB'S RECRUITMENT SUCCESS

Star Recruitment Pins are GFWC's recruitment incentive for clubwomen. The award is a small, star-shaped pin with a butterfly clasp and a chain that attaches to the stem of the GFWC Member Pin. This award is cumulative and crosses administrations. There are five levels. GFWC members who recruit:

- Five to nine new members receive a *white* star
- 10 to 14 new members receive a *red* star
- 15 to 19 new members receive a *blue* star
- 20 to 24 new members receive a *silver* star
- 25 or more new members receive a *gold* star

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 from GFWC. Questions about GFWC Star Recruitment Pins should be directed to your state membership chairman.

A Sample Form for Individual Recruiter of New Members for Star Pins can be found in Resources Section and can be downloaded at www.GFWC.org/GFWCMembers.

CONCLUSION

Remember that all of the ideas and tips for recruiting new members are only suggestions. Each community and club is unique. Considering the diversity of GFWC clubs, it is not possible to create a "one-size-fits-all" model for recruitment. Adopt or adapt the ideas presented here to best suit your club's situation. And remember—you are not alone. Assistance is available from your state membership chairman, the GFWC Membership Committee, and GFWC staff who are all ready, willing, and able to help.

Chapter 3: Blueprint for Building New GFWC Clubs

Clubs—and even individuals—are encouraged to make the commitment to building a new GFWC club or federating an existing club. While it may seem obvious for a club to sponsor one of the same category, this does not need to be the case. A general club could sponsor the formation of a collegiate club out of a local university, or a Junior club could sponsor a Juniorette club made up of some of the clubwomen’s daughters and their friends. Individuals may find they are in an area with no existing club, and could consider getting in touch with a local women’s club to discuss Federating, or begin the process of establishing a brand-new club themselves. All clubs and individuals interested in forming new clubs should contact the leaders in their state federation, as well as GFWC Headquarters who can assist with building new clubs.

SECTION 1: COMMITTING TO FORMING NEW GFWC CLUBS

A successful campaign to form a new GFWC club starts with a firm and focused commitment by leadership (within the club, district/region, and/or state). Members and officers at all levels of GFWC need to promote the formation of new clubs at every opportunity. *Commitment* means that all GFWC members are ready to do what needs to be done to help get new clubs up and running. Commitment does not end when a new club is chartered—months, maybe years, of nurturing and mentoring will ensure that the new club becomes an established club with members who understand and appreciate the benefits of GFWC membership.

SECTION 2: HOW TO CREATE A NEW CLUB FORMATION TEAM

Team work is the key to success. Building a new GFWC club can be a long process, but it is definitely a rewarding one. Follow these steps when building new clubs in your community, district, and state:

- 1) Appoint New Club Formation Team at the club, district, or state level, ensuring that they represent various geographic areas. Members of the team should be:
 - Enthusiastic, motivated, knowledgeable, and positive about GFWC
 - Willing to travel throughout the community, district, and/or state
 - Comfortable speaking in public
 - Ready to delegate and willing to accept delegated responsibilities
- 2) Ensure that team members know state-specific membership information, including where and how to obtain:
 - State Membership Application forms or state membership eligibility requirements (if any) for clubs
 - How the chartering process is accomplished

- Financial details relevant to news clubs (*i.e.*, amount of state dues, the amount of GFWC dues—currently \$15 per person, per year, and when and how dues are collected.)

SECTION 3: GET S.M.A.R.T.

Goal-setting is an inducement to succeed. Whatever the goal, it should be **S.M.A.R.T.**—Specific, Measurable, Attainable, Realistic, and Time Specific. For example, a district or state could commit to forming three new clubs during an administration.

More information on the S.M.A.R.T. Goals Framework can be found in Resources Section or downloaded at www.GFWC.org/GFWCMembers.

Whatever the goal, it should be within the realm of possibility and not set so high as to be intimidating. Perhaps your district or state responds positively to competition. If that is the case, start a contest. Which state in a region will form the most new clubs? Which district will form a new club first? The possibilities are limited only by your imagination.

SECTION 4: GFWC MEMBERSHIP CATEGORIES

Before embarking on forming or federating new GFWC clubs, it is important to understand the types of GFWC membership categories specified in the GFWC Constitution and Bylaws as well as those defined by membership practices. The following are Active membership types recognized by GFWC:

General Clubs

General clubs are clubs that are not otherwise designated as Juniorette, Junior, International, or National clubs. This group constitutes the largest portion of active membership.

Junior Clubs

Junior clubs hold Active membership status and participate in the regular programs of GFWC. Junior clubs vary in age ranges, and not all states have Junior clubs or membership categories. Some state federations place an age cap on Junior membership. Other state federations support Junior membership at any age. On the national level, GFWC Juniors clubs are represented by a GFWC Director of Junior Clubs, a nationally elected officer who serves as a member of the GFWC Executive Committee and who presides over all Junior functions at GFWC meetings.

Juniorette Clubs

Juniorette clubs are composed of young women in junior or senior high school with an age range from 12 to 18 years. Juniorettes may have voting privileges at the GFWC International Convention, are eligible for awards, have reporting responsibilities, just like all Active membership clubs. Juniorette clubs are sponsored

by a general club, Junior club, or their districts or state federations. It is recommended that a Juniorette club not be organized unless there is to be regular GFWC advisor assigned to it. For further guidelines on organizing a GFWC Juniorette club, please refer to the Juniorette Handbook available at www.GFWC.org/GFWCMembers.

National Clubs

National clubs are clubs that have a nation-wide membership composed of state presidents or state directors of junior clubs from one administration.

International Clubs

International Clubs are clubs whose membership is based outside the United States of America. Such clubs shall pay per capita dues directly to GFWC.

SECTION 5: SPECIAL INTEREST CLUBS

All GFWC Active clubs are defined as a general, Junior, Juniorette, or International club. No matter what membership category, when building new GFWC clubs think of creative ways to harness potential members.

Workplace Clubs

In looking for sources of new clubs consider the workplace: government, university, or corporate offices. While these clubs would meet during work hours, they would draw women who already have something in common. Women in such clubs might hold breakfast, lunch, or dinner meetings convenient to the workplace schedule. Workplace clubs would function the same way as other clubs, choosing community projects, building friendships, and discussing topics of interest.

Suggested Procedures and Guidelines for Workplace Clubs

Identify an energetic leader to serve as an organizer. A current or former GFWC club member is an ideal choice. The leader should have a good grasp of GFWC membership benefits and services. To get a good cross section, invite potential members from all workplace departments and divisions. A workplace club would be an Active membership club with voting privileges.

Single Issue Clubs

Although GFWC offers diverse Community Service Programs, a club is not required to participate in all program areas. It is acceptable, and often beneficial, for a club to address a single issue. For example, community members interested in historic preservation may want to form a GFWC club that focuses on that particular interest. A single issue club would be an Active membership club with voting privileges.

Collegiate Clubs

Colleges and universities can be an excellent source for GFWC members. Campuses often face the same challenges in conservation, crime, and safety, as other traditional communities. A collegiate club could meet the unique needs of the campus as well as accommodate the lifestyles of students.

Suggested Procedures and Guidelines for Collegiate Clubs

Identify an energetic leader to serve as organizer. A member of the school's faculty who is a current or former GFWC club member is an ideal choice. It is important to provide a constant figure such as a faculty advisor due to the transient nature of students. Invite potential members from all segments of the campus community—full and part-time students, residents and commuters, and all years. Make sure to receive proper authorization from the school's administration if the club must be affiliated with or recognized by the school. A collegiate club would be an Active membership club with appropriate voting privileges.

SECTION 6: HOW TO IDENTIFY A CORE GROUP OF MEMBERS FOR A NEW CLUB

Take a good look at your district and state. Get a map and locate every community where a GFWC club does not exist and mark it on the map with colored thumbtacks or a marker. To help provide you with a clearer picture of where to focus your efforts and how to evaluate target communities, consider the following:

- Which community is close (within 25 miles) to one that already has an existing GFWC club? Proximity to an existing club will make it easier to mentor a new club.
- Is there a new suburb in a community populated by new arrivals?
- Which community had a GFWC club at one time? This could make organizing a new club much easier.
- There over 4,000 universities, colleges, and junior colleges in the United States. Which post-secondary educational institutions are located in our community?
- What local junior and senior high schools in our community do not have a Juniorette club?
- Are there mid-sized to large-sized businesses in our community in which we could build a GFWC workplace club?
- Is there an active adult senior living retirement community near you without a GFWC club?

SECTION 7: HOW TO GENERATE A PROSPECTIVE CLUB LIST

Use the New Club Formation Team to get the word out in your district, state, and other GFWC clubs. The word is, "Does anyone know someone in our target areas?"

Designate one member of the team as the "Prospect Collector" to develop a list of prospective club member names, addresses, telephone numbers, e-mail addresses, and the names of the members who suggested the contacts. It is best to have one person responsible for this job to avoid duplicates. This will prevent a

potential member, whose name might have been suggested by several people, from receiving multiple phone calls or invitations. Here are a few tips for generating the list:

- Be sure to tell everyone the name of the “Prospect Collector” to whom contact names can be given.
- Look through local newspapers in the target communities for names of community leaders and activists. A woman who is involved in the school board or conservation issues is someone who understands and appreciates the value of community organizations. Perhaps there is a burning issue in a community that a GFWC Community Service Program would help address.
- Check state federation files to see if a GFWC club once existed in any of the target communities. Situations change over time, and a club that disbanded or defederated may have former members who are interested in becoming involved again.
- Cast a wide net and develop a mailing list of houses of worship, businesses, libraries, colleges, junior and senior high schools, community centers, and other places in the community where people with an interest in a community service organization might be found.
- Place an advertisement in your local community paper publicizing information about GFWC and the club formation.

Once the list is compiled, design a flyer or invitation that invites prospective members to get involved in their community and meet new friends. Think carefully about how you want to present the idea of a new club based on what you know about the target community and the contacts you have been given.

The local media can be a wonderful resource. Prepare a press release for your town newspapers, local radio station, public television station, and public access cable channels announcing the scheduled first meeting.

For more information on media and public relations strategies, please review the GFWC Public Affairs Advancement Guide in the GFWC Club Manual or online at www.GFWC.org/ClubManual.

Once the list is compiled, prepare an invitation to the initial meeting to send to names on the contact list. Be sure to indicate on the invitation the name, telephone number, and e-mail address of a contact person in order to R.S.V.P. and for further information. It is also helpful to include a “respond by” date for planning purposes.

A Sample Invitation is included in the Resources Section and can be downloaded at www.GFWC.org/GFWCMembers.

It is helpful to have a core group of five to six prospective members who you know will attend the meeting and are seriously interested in learning more about forming a new club. These individuals will probably be

suggestions from current GFWC club members and with whom the New Club Formation Team or sponsoring club members have spoken personally. Each prospective member should be encouraged to bring two or three friends.

SECTION 8: THE FIRST MEETING

An important detail is to determine where the initial meeting will be held. Look for a well-known, neutral, possibly prominent location such as an historic home, museum, community center, or library. Look for a site that will accommodate the number of people expected to attend, but note that a room too small will feel cramped, while a room too big, will make even a great turnout look paltry. Avoid religious or political locations for the initial meeting.

Section 8.1: Resources to Bring to the First Meeting

The first meeting is a very important event. The following membership and promotional materials are available from www.GFWC.org/GFWCMembers or for purchase from the GFWC Marketplace (www.GFWC.org/Marketplace):

- GFWC brochures (one for each attendee)
- GFWC Women's History and Resource Center brochures
- Model Bylaws and Parliamentary Briefs
- GFWC Club Manual
- GFWC DVD
- GFWC PSAs

Model Bylaws and Parliamentary information is available from the Club Leadership and Management Section of the GFWC Club Manual available at www.GFWC.org/ClubManual.

State-specific resources and materials are available from your state headquarters or state membership chairman, such as:

- State Federation brochure
- State club membership application
- State program information

Section 8.2: How to Call the Meeting to Order

Attendees may feel out of their comfort zone, so it is important to welcome each of them as they arrive and present them with name tags. Decide ahead of time who will chair the first meeting: a team member, state officer, sponsoring or mentoring club member, or an enthusiastic prospective member. Depending on the

level of interest and ability, one of the core group could be encouraged to chair the meeting. If this is the case, the New Club Formation Team should provide guidance. Have an agenda prepared to ensure all business is covered, and distribute a copy to each attendee. Appoint or elect a temporary secretary to take the minutes.

First impressions are critical. The first meeting with prospective new club members should be organized, informational, and include an ice breaker.

Sample Ice Breakers can be found in the Resource Sections or downloaded at www.GFWC.org/GFWCMembers.

Keep it simple—show the GFWC history chapter from the GFWC DVD, provide members with information on Benefits of Belonging, and review the six GFWC Community Service Programs and two special projects from the *GFWC Club Manual*. Stop after short presentation for questions and answers. Compile informational packets to send home with prospective members so they can read more about GFWC at their leisure. While you want to provide enough information about GFWC to demonstrate the benefits of belonging, it is important that attendees aren't intimidated, overwhelmed, or discouraged.

During the informational meeting, identify key people who seem excited about the new club and whose energy and enthusiasm is contagious. Look for those who are especially well-connected in the community. These individuals will be critical in making the new club part of the community and attracting additional members.

At the end of the meeting, be sure to ask whether the attendees are interested in forming a new club. For those that are interested, decide when would be a convenient day, time, and location to attend an organizational meeting. This will be the first step towards encouraging the prospective new members assume control of the club.

Follow up with prospective members by phone, e-mail or a personal note after the informational meeting to reinforce the connection and maintain enthusiasm. Be sure to mention the day, time, and location of the next meeting and invite the attendees to provide names, addresses, telephone numbers, and/or e-mail addresses of friends and family members who might be interested.

A Sample Follow-up Letter is included in the Resources Section and can be downloaded at www.GFWC.org/GFWCMembers.

SECTION 9: THE SECOND MEETING

The New Club Formation Team, sponsoring, or mentoring club members should attend the second new club meeting at the previously determined day, time, and location. Important business and votes will be conducted at this meeting including:

- Choosing a name, beginning with GFWC, such as GFWC {town name}
- Determining the clubs purpose and mission
- Establishing the amount of dues to be collected. Dues will be based on the total amount of dues for GFWC, the state federation, the state district (if applicable), and what the club decides it will need to function effectively.

Another important item for this meeting's agenda concerns the club officer positions. Traditionally, clubs will have at least a president, vice-president, secretary, and treasurer, though more positions may be needed for larger clubs. Clubs of ten members or less need only a president and a secretary. Consider also their terms of office and how officers will be elected (via a nominating committee or directly).

The New Club Formation Team or sponsoring club members should provide the club with the GFWC Parliamentary Briefs and Model Bylaws, which will assist the club in the process of forming a bylaws committee of at least three members, who are responsible for drafting the club's bylaws for review and adoption by the entire club. Request volunteers for this committee, and make arrangements to have it meet to begin work before the third meeting.

Model Bylaws and Parliamentary information is available from the Club Leadership and Management Section of the GFWC Club Manual available at www.GFWC.org/ClubManual.

At the conclusion of the second meeting, determine by consensus the time and place of the next meeting. The New Club Formation team, sponsoring, or mentoring club may ask the new club members to make the necessary arrangements for the third meeting, including securing the meeting space, creating and sending the invitation/communication, setting up refreshments, etc.

SECTION 10: THE THIRD MEETING AND BEYOND

As the process of forming a new club continues, it is important to note that there is no set formula for how this process will continue. If it takes longer than three meetings to get to the point of deciding on club names or drawing up bylaws, don't be discouraged. A new club can take over a year to get on its feet. Perseverance is much more important than speed. As long as the new club is not losing momentum, there is nothing to fear from a slow start. Just don't give up on the new club—the New Club Formation Team or sponsoring club representatives should attend meetings of the new club, gradually transferring administrative

responsibilities to the new club members. It may take some work, but when the new club is achieving great things for its community on its own, all the effort will clearly be worth it.

Section 10.1: Choosing a Club Project

In addition to taking care of administrative business, the third meeting is the appropriate time to discuss projects the club members might be interested in undertaking. Encourage each member to share information with the group about a project or program in which she is interested or involved. These are potential projects for the club to consider. As an added value, members will get to know each other better and have a sense of the range of projects on which they can work.

Interaction among attendees will increase their sense of involvement and ownership in the club. Smaller groups should be encouraged to engage in informal, free-wheeling, general discussion on any and all topics raised. Larger groups may have to be divided into discussion groups to allow each person a chance to have her voice heard.

Once the discussion is complete, the new club should democratically choose its first project based on community needs and available club resources. This will be the first of many community service projects voted on and accomplished by this new club.

Information regarding GFWC Community Service Programs in the Arts, Conservation, Education, Home Life, International Outreach, and Public Issues, as well as special projects (GFWC Signature Project: Domestic Violence Awareness and Prevention and GFWC Juniors' Special Project: Advocates for Children) is available in the GFWC Club Manual and available online at www.GFWC.org/ClubManual.

SECTION 11: MAKING IT OFFICIAL-THE NEW CLUB APPLICATION AND CHARTER PROCESS

The Membership Task Force or sponsoring club should guide the new club's officers through the club membership application process. Membership applications and eligibility requirements are established through the state federation. Remember, clubs become members of GFWC, and receive GFWC materials, when club dues and names of officers are received at GFWC Headquarters from the state federation.

Contact your state president and/or the state director of junior clubs to make arrangements to present the new club with its Charter at a state meeting. Everyone should enjoy the celebration of accepting a new club into the GFWC family. The new club deserves the recognition, and it will reaffirm for others in the state that it is possible to form new clubs.

Complete the New Club Form in the Resources Section, in the Forms Section of the GFWC Club Manual, or online at www.GFWC.org/GFWCMembers.

Once GFWC receives the New Club Form, the list of the new club members and contact information, and membership dues, GFWC send a New Club Welcome Packet to the club president, which includes:

- GFWC Certificate of Membership
- Welcome and Congratulations Letter from the GFWC International President
- A complete *GFWC Club Manual*, with an Administration Directory that contains the names and contact information of the GFWC Board of Directors' members
- One GFWC member pin
- One GFWC gavel
- A set (25 copies) of the GFWC Brochures
- A set (25 copies) of the GFWC Mini Tri-Folds
- One copy of the GFWC Women's History and Resource Center Timeline Brochure
- The most recent issue of *GFWC Clubwoman Magazine* along with a subscription form for club members (the club president receives a complimentary subscription to the magazine)

Section 11.1: Installation of New Officers

If possible, the state president, district president, state board member, and/or, if applicable, the state director of junior clubs or district junior director, should install the new club's officers. This act reinforces the connection of the club to GFWC, and lets the members know how important they are to our organization.

Installations are based on the duties of the offices as outlined in the club's bylaws. The club should supply the installing officer with her list of duties. Ceremonies are as varied and diverse as our membership.

Sample Installation Ceremonies can be found in the Club Management section of the GFWC Club Manual and available at www.GFWC.org/ClubManual.

Section 11.2: Nurturing the New Club

Transitioning a club to standing on its own is a delicate process. It must become independent, but be sure to not discontinue involvement too soon. The New Club Formation Team or sponsoring club should be prepared to nurture the new club for one to two years. District and state leaders should also be involved in this process, checking in and providing guidance when necessary. When it appears that the club has a firm foundation, cut back on the visits, but follow up with occasional phone calls and e-mails.

“Nurture” does not mean “dominate.” The new club needs to build its own history based on the interests and styles of its members. It is okay if the new club does things differently than the sponsoring club or how the

New Club Formation Team suggested. The important thing is that the new club is given the tools and support needed to succeed. With this sort of mentoring and guidance, they will know the value of GFWC to their club, and will thrive.

CONCLUSION

All GFWC members need to have a clear and honest appreciation of why forming new clubs is important at this time in GFWC's evolution as a federation of clubs. GFWC's demographics, combined with the changes in women's roles over the past 40 years, have resulted in a naturally declining membership and a diminished pool of new members. This situation is not unlike every major volunteer service organization in the country. Building new clubs is essential for the health of GFWC and member clubs. A successful campaign to form new GFWC clubs starts with a firm and focused commitment. Now is the time for us to act.

AWARDS, CONTESTS, AND GRANTS

AWARDS

GFWC Club Awards

A \$50 award will be given annually to one club in the nation to recognize creativity in implementing an effective membership program. The award is based on narrative reports. State chairmen should forward the winning state entry to the national GFWC Membership Chairman by March 15 each year.

GFWC awards will be presented annually to one state federation in each GFWC membership category to recognize outstanding achievement in the GFWC Membership Program. Award presentations will be made annually in honor of Junior and general membership participation at the GFWC Annual International Convention.

GFWC State Awards

GFWC awards will be presented annually to one state federation in each GFWC membership category to recognize outstanding achievement in the GFWC Membership Program. Award presentations will be made annually in honor of Junior and general membership participation at the GFWC Annual International Convention.

A \$2,000 award is given at the 121st GFWC Annual International Convention in June 2012, to recognize one state with the largest percentage of increase in membership based on dues received at GFWC by May 1, 2012, as compared to dues recorded by May 15, 2010.

A \$500 award is given at the 121st GFWC Annual International Convention in June 2012, to one state in each GFWC membership category that records the largest number of new clubs federated with GFWC during the 2010-2012 GFWC Administration. State membership chairmen must send the completed New Club Form to GFWC Headquarters within 30 days of the new club's federation date with dues enclosed in order for the new club to qualify. Award is based solely on information provided to GFWC via the New Club Forms submitted between July 1, 2010, and May 1, 2012.

Contests

Please see the Contests section of the *GFWC Club Manual*.

Grants

Grants are available to clubs to assist with recruitment efforts and to districts to assist with club building efforts from GFWC. Funds are designated each GFWC fiscal year beginning July 1, and ending June 30 to help underwrite membership recruiting and rebuilding in your community. GFWC offers \$50 for club member recruitment programs and \$100 for district new club building programs. To apply for a club membership grant, please visit www.GFWC.org/GFWCMembers, e-mail GFWC@GFWC.org, or contact 202-347-3168. Please note that you must return the application form to GFWC Headquarters at least 45 days prior to your event. While a GFWC club or district may submit grant applications for separate events, GFWC will award a maximum of one grant per club/district per GFWC fiscal year.

Please also subscribe to GFWC's *News & Notes* at www.GFWC.org to receive updated information regarding grants and other member benefits.

GFWC Club Resources and Strategic Planning Tools

RETENTION SWOT ANALYSIS TEMPLATE

Instructions

Using the following template as a reference, conduct a qualitative assessment of the critical aspects of your club’s retention efforts to identify its Strengths, Weaknesses, Opportunities, and Threats. After conducting a SWOT analysis, you and your club will be able to make better choices as you move through the various phases of planning your membership retention efforts.

Necessary Components

Because of the collaborative nature of this tool, your club will need certain qualities to succeed:

- Trust–The questions that SWOT will bring up, particularly in the Weaknesses and Threats categories, may be uncomfortable. Your group must be at a point in its working relationship where weaknesses and potential threats can be faced openly and objectively.
- Flexibility–The ability and willingness to implement change.
- Diversity–Ideally, your entire club should participate, but if not all members are able to do so, then the team conducting the SWOT analysis should be representative of your entire club.
- Time–Taking time to do a thorough SWOT assessment will help your club move forward in developing a workable plan.

GFWC Woman’s Club of Anytown SWOT Analysis Template

Our club can recruit members, but they don’t seem to stay longer than a year or two.

<p>Strengths (Internal)</p> <p>What does our club do well to retain members?</p> <p>Leadership training; orientations; utilizing members’ talents; mentoring; appreciation and recognition; great club programs.</p>	<p>Weaknesses (Internal)</p> <p>Why can’t we retain members?</p> <p>Poor communication; club meetings running too long; limited variety of club programs</p>
<p>Opportunities (External)</p> <p>What external opportunities are available to our club to retain members?</p> <p>GFWC is developing additional member benefits, discounts, and services, which will increase the value of membership in GFWC.</p>	<p>Threats (External)</p> <p>What external issues are preventing us from retaining members?</p> <p>Our town recently had a major business move to another state, which resulted in foreclosures and job losses</p>

RECRUITMENT SWOT ANALYSIS TEMPLATE

Instructions

Using the following template as a reference, conduct a qualitative assessment of the critical aspects of your club’s recruitment efforts that identifies its Strengths, Weaknesses, Opportunities, and Threats. After conducting a SWOT analysis, you and your club will be able to make better choices as you move through the various phases of membership recruitment.

Necessary Components

Because of the collaborative nature of this tool, your club will need certain qualities to succeed:

- Trust–The questions that SWOT will bring up, particularly in the Weaknesses and Threats categories may be uncomfortable. Your group must be at a point in its working relationship where weaknesses and potential threats can be faced openly and objectively.
- Ability and willingness to implement change.
- Diversity–Ideally, your entire club should participate, but if not all members are able to do so, then the team conducting the SWOT analysis should be representative of your entire club.
- Time –Taking time to do a thorough SWOT assessment will help your club move forward in developing a workable plan.

GFWC Woman’s Club of Anytown SWOT Analysis Template

Our club just can’t seem to recruit new members.

<p>Strengths (Internal)</p> <p>What does our club do well to recruit members?</p> <p>Leadership training; orientations; utilizing members’ talents; mentoring; appreciation and recognition</p>	<p>Weaknesses (Internal)</p> <p>Why can’t we recruit members?</p> <p>Poor communication; meetings running too long; few programs</p>
<p>Opportunities (External)</p> <p>What opportunities are available to our club to recruit members?</p> <p>Our town’s local college just created a requirement mandating volunteer service as part of its graduation requirements.</p>	<p>Threats (External)</p> <p>What external issues are preventing us from recruiting members?</p> <p>Our town recently had a major business move to another state, which resulted in foreclosures and job losses.</p>

GET S.M.A.R.T.

Determining Mission and Purpose

Strategic planning determines where a group is going, how it is going to get there, and how it will know when it has arrived.

- 1) What do we, as a club, do best?
- 2) What needs can we satisfy for potential members that other groups can't?
- 3) What do we want our club to be known for?
- 4) What value do we want to have to our community?
- 5) What personal needs do we want our club to satisfy?

S.M.A.R.T. Goals Framework

S–SPECIFIC (Who or What) It is important to remember that a goal should not be too general in nature. It must be to the point. It must define a specific outcome.

M–MEASURABLE (How): Any goal must be measurable. If individuals experience success in reaching a goal, it will lead to motivation and determination to do more or do better.

A–ATTAINABLE: It is important to know your capabilities. Any goal must be within reach. Your club must be able to attain what you set out to achieve. If it is not achievable, it may lead to negative experiences and a lack of motivation to try again.

R–REALISTIC: The measurable parts of a goal must never be too easy or too difficult. Many times you may need to break the goal down into smaller objectives. This can give the club additional chances to be successful and make adjustments which, in time, will help to reach the final goal.

T–TIME SPECIFIC (When): Each goal or objective must have a time limit. Without it, there are no deadlines. Working with deadlines makes it easier to measure and determine success. Time limits must be measurable, attainable, and realistic.

Goal Setting

Present two Goals that will _____ and give each goal the S.M.A.R.T. check:

Goals

	S	M	A	R	T
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1) _____					

	S	M	A	R	T
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2) _____					

Task Setting

What is a task? A task is the smallest increment necessary to carry out your goals. It is the assignment, chore, or job that must be done weekly or monthly.

List three specific tasks that will help achieve the goal

- 1) _____
- 2) _____
- 3) _____

Why Prioritize?

Priorities are the most important elements to carry out your plan. You could create a great set of goals and tasks, but they are of no use to you unless you implement them. Setting priorities will help you accomplish your goals by determining what needs to be done and in what order.

What is Prioritizing?

Prioritizing is the process of determining what things that need to be done are the most important. Items that are prioritized can be done on a weekly, monthly, or yearly basis. A priority list is really just a numbered 'to-do' list.

Prioritizing Your Goals and Tasks

If you selected more than one goal, you need to decide which is the most important. Look at the **goal** that you chose as number one on your list. Select the **task** that you believe will help you reach your goal quickly and number it 'one'. Look at the other tasks on your list and number them in descending order of importance in reaching your goal.

Continue with your second highest priority goal and prioritize that task list. You now have a list of 'to-do' items that will help you achieve your goals.

What's Next?

If you want to succeed and achieve your goal, you must routinely work on and complete your tasks. Practice good time management. Be prepared to review your list periodically and re-prioritize as necessary. However, once you reassess, get back to your tasks quickly.

Parking Lot

During the process of strategic planning, individuals may have ideas or areas of concern that are not agreed upon by the majority. These ideas and concerns should not be dismissed. The "parking lot" concept is one way of acknowledging and respecting everyone's views.

The facilitator or chairman should keep a list of the questions, observations, areas of concern, and issues about which the group could not reach consensus. This information is important to the group, and should not be dismissed. Placing it on the "parking lot" sheet will encourage and enable these ideas to be reviewed and utilized in the future.

GFWC MEMBER SATISFACTION SURVEY

Please complete this questionnaire to help evaluate member satisfaction with our club's activities, projects and meetings. Please return completed form to the membership chairman or club president. All responses are confidential unless you choose to provide your name.

- 1) Do you feel welcome in our club? Yes No

If no, why? (Please mark all that apply)

- I have not made an effort to meet or get to know other members.
- Other members have not made an effort to meet or get to know me.
- Officers and chairmen seem too busy with business and each other to pay attention to members.
- The club does not make an effort to have hostesses or greeters.
- Not enough attention and time is given to social gatherings for member interaction.
- Other (please explain): _____

If yes, why? (please explain) _____

- 2) Do you feel comfortable sharing ideas and concerns with club leaders? Yes No

If no, why not? (Please mark all that apply)

- Club leaders have so many responsibilities and seem so busy I do not want to bother them.
- Club leaders have their own agenda and do not seem interested in members' ideas.
- I have not been a member long enough to feel comfortable approaching club leaders.
- I do not want to appear as pushy or a trouble maker.
- Other: _____

If yes, why? (please explain) _____

- 3) How do you feel about the level of the club's involvement in the following? (Mark appropriate response)

<i>Activity</i>	<i>Level of Club Involvement</i>			
Member Orientation	<input type="checkbox"/> Excessive	<input type="checkbox"/> Adequate	<input type="checkbox"/> Inadequate	<input type="checkbox"/> Unknown
Member Retention	<input type="checkbox"/> Excessive	<input type="checkbox"/> Adequate	<input type="checkbox"/> Inadequate	<input type="checkbox"/> Unknown
Community Projects	<input type="checkbox"/> Excessive	<input type="checkbox"/> Adequate	<input type="checkbox"/> Inadequate	<input type="checkbox"/> Unknown
Fundraising	<input type="checkbox"/> Excessive	<input type="checkbox"/> Adequate	<input type="checkbox"/> Inadequate	<input type="checkbox"/> Unknown

- 4) Do you feel the club focuses on community service? Yes No

- 5) Have you participated in club projects and activities? Yes No

If yes, how did you become involved? I volunteered I was asked

6) Please indicate your involvement in the following types of activities:

<i>Activity</i>	<i>Level of Involvement</i>	
Community Projects	<input type="checkbox"/> I am currently involved	<input type="checkbox"/> I would like to be involved
Fundraising	<input type="checkbox"/> I am currently involved	<input type="checkbox"/> I would like to be involved
Club Chairmanships	<input type="checkbox"/> I am currently involved	<input type="checkbox"/> I would like to be involved

7) I am Very Satisfied Satisfied Dissatisfied with my participation in club activities and projects. (Check the appropriate response.)

If you are dissatisfied, please help us understand better why? (Please mark all that apply)

- Insufficient knowledge about activities/projects Lack of resources to participate
 Personality conflicts Cost
 Lack of support from other members/leaders Personal time conflicts
 Other: _____

8) Communication and direction from clubs leaders is Excessive Adequate Inadequate. (Check the appropriate response.)

9) Our club communications, newsletter, or bulletin is (please select all that apply):

- Timely Interesting Informative
 Well written Uninformative Too expensive to produce
 Could be sent electronically Other _____

10) Do you enjoy club meetings? Yes No

Please select the appropriate response in the following questions:

- The length of our meetings is Excessive Adequate Inadequate.
Our club should have More Same number Fewer meetings.
Our meetings are Well Organized and Well Run Disorganized and Poorly Run.
Our meeting time and/or day Convenient Inconvenient.

If meeting day/time is inconvenient, please suggest alternatives: _____

The location of our meetings is Convenient Inconvenient

If meeting location is inconvenient, please suggest alternatives: _____

11) The following changes would improve our club: (Check all that apply)

- Better speakers at meetings
- Better time management at meetings
- More community service projects
- Utilizing GFWC resources
- Fewer community service projects
- More volunteer opportunities
- Increased diversity in club membership
- More leadership opportunities
- More willingness to try new approaches
- Fewer fundraisers
- More member educational opportunities
- More social time
- Less social time
- Better Communication from State Federation leaders
- More participation in District/State Federation meetings

12) Is there anything else you would like to see changed? _____

13) Do you have any ideas for speakers, programs, projects or fundraisers that you would like to share?

If you would like to be contacted to discuss your responses (optional), please provide your name:

Thank you for taking the time to complete this evaluation and for your commitment and dedication to improving our club.

SAMPLE CLUB MEMBER EXIT SURVEY

We are sorry to hear you are leaving our club. We would appreciate it if you could take a few minutes to provide us with feedback so that we can use this information to build on the strengths and to remedy the weaknesses of our club. Please return this completed form to the membership chairman or club president. We thank you being a part of our club and for your time, and we hope you will consider rejoining a GFWC club in the future.

Date _____

Name _____

(Name is NOT required to complete the form)

Why are you leaving our club?

- | | |
|--|---|
| <input type="checkbox"/> Moving to a new community | <input type="checkbox"/> Meetings too long or at an inconvenient time |
| <input type="checkbox"/> Priorities changed | <input type="checkbox"/> Projects and/or volunteer opportunities not relevant |
| <input type="checkbox"/> Financial issues | <input type="checkbox"/> Personality conflicts |
| <input type="checkbox"/> Did not feel included | <input type="checkbox"/> Personal reasons |
| <input type="checkbox"/> Other _____ | |

If you are moving to a new community, would you like to complete a GFWC Member Transfer Form to join a GFWC club in your new community? Yes No

Do you feel the level of club communication was adequate? Yes No

Was the orientation adequate to understand the GFWC organization? Yes No

Did you participate in club projects and activities? Yes No

Have you held a chairmanship or office? Yes No

How did you become involved in activities? Volunteered Asked

How long have you been a member? _____

Most worthwhile projects _____

Least favorite or relevant projects _____

Ways the club can improve member services or other issues _____

GFWC CLUBWOMAN MAGAZINE SUBSCRIPTION FORM

To subscribe to *GFWC Clubwoman Magazine* visit the GFWC Marketplace at www.GFWC.org/Marketplace or contact a GFWC Membership Services Associate at GFWC@GFWC.org or 202-347-3168.

FEDERATION FACT GAMES AND ACTIVITIES

This game can be played every meeting or at special times as needed.

“What we were doing in...?”

Two balloons containing two different dates inside are attached to the podium. The names of all the club members are put into a container, and the president or membership chairman chooses two names. The members are introduced, which helps put a face with a name so all members can get to know each other. They then pop a balloon and read the year out loud. The president or membership chairman hands them an excerpt from the club minutes from that year, which they read to all the members.

This game creates excitement and is an excellent way for new members to learn about the history of the club and to refresh the memories of the experienced members.

Adaptations

This game can be adapted as the club feels appropriate. Instead of years in the balloons:

- 1) Chairmen or officer titles: The information shared with the members could be the duties of that leader.
- 2) Names of projects: The information shared could be the details of this club or GFWC project.
- 3) Names of members: The information shared could be hobbies, interests, family details, etc.

This game is only limited by the imagination and needs of the club.

Jigsaw Puzzle

This activity can be used throughout a whole club year for a recruitment event, an orientation, or a refresher program. Adapt it to the needs of the club.

Create a large jigsaw puzzle of the GFWC emblem (available for download at www.GFWC.org/GFWCMembers). The club president or membership chairman gives a piece of the puzzle to all club members and guests at designated times. Each also receives a federation fact about the club, state, or GFWC.

Send invitations to all who have been given puzzle pieces, and hold a party or program where the puzzle is put together. Each adds her piece to the puzzle and shares their federation fact. This is a fun way to hear about federation on all levels, but also a good visual to demonstrate that each member is valuable to the whole picture.

Five Minute GFWC Presentations

Design and review a GFWC “flow chart” to show the different levels of Federation and include the names of chairmen and officers.

Information on GFWC’s organizational and membership structure as well as the 2010-2012 Administration Directory can be found in the GFWC Club Manual and online at www.GFWC.org/ClubManual.

Design a GFWC Fact and History Quiz

Split the club into smaller groups and make it an “open book” quiz using the club, state, and GFWC booklets and manuals.

Sample Know Your Organization Quiz

Feel free to design your own quiz or use this sample version. Answer key is below.

- 1) What is GFWC’s mission statement?
 - a) “Unity in Diversity”
 - b) The General Federation of Women’s Clubs is an international women’s organization dedicated to community improvement by enhancing the lives of others through volunteer service”
 - c) “Sic Semper Tyrannis”
 - d) “Let Us Not Forget to be Kind”

- 2) In what year was GFWC founded?
 - a) 1848
 - b) 1868
 - c) 1890
 - d) 1922

- 3) Which of the following is NOT a GFWC record of achievement?
 - a) By 1930, GFWC helped create more than 75 percent of public libraries.
 - b) GFWC is credited for turning the tide for passage of the Pure Food and Drug act in 1906.
 - c) In 1960, GFWC sponsored The Women’s Crusade for Seatbelts program, resulting in the installation of more than one million car seatbelts in one year.
 - d) GFWC is credited with helping to found the Red Cross.

- 4) During World War II, GFWC Headquarters served as which of the following?
- Bomb shelter
 - War Service office
 - Hospital
 - Victory Garden
- 5) GFWC was chartered by the 56th United States Congress.
- True
 - False
- 6) The official GFWC flower is:
- Tulip
 - Lilly
 - Rose
 - Moonflower
- 7) What is the official GFWC federation song?
- “My Country ‘Tis of Thee”
 - “Amazing Grace”
 - “America, the Beautiful”
 - “Battle Hymn of the Republic”
- 8) What was Jane Cunningham Croly’s profession?
- Factory worker
 - Housekeeper
 - Doctor
 - Journalist
- 9) Which of these first ladies was a clubwoman?
- Martha Washington
 - Jane Adams
 - Eleanor Roosevelt
 - Laura Bush

10) Which of these is the official GFWC emblem? a)



b)



Answer Key

- 1) a
- 2) c
- 3) d
- 4) b
- 5) a
- 6) c
- 7) c
- 8) d
- 9) c
- 10) a

ACTIVITIES FOR ACQUAINTING MEMBERS WITH GFWC

Facilitated discussion

The Facilitator should:

- 1) Pair an experienced member with a potential or new member making sure they do not know each other.
- 2) Distribute paper and writing implements to each participant.
- 3) Ask each participant to write ten personally descriptive words or phrases. Include information on family, interests, hobbies, employment, etc. Allow five minutes.
- 4) Direct one of each pair to tell her partner about herself, in a conversational style using the list as an aid. Allow five minutes.

This group exercise is a unique way to get people talking and introduced to the club.

Breakout Groups

To retain members, everyone must be excited about the club. Pairing experienced and new members to meet each other to share ideas and expectations is one way to accomplish this task. Listed below are three sample questions each, but these can be adapted to each club's needs. This exercise is a wonderful tool for all participants. The questions are thought-provoking and the information gained can be utilized in future goal-setting for the club.

Have the attendees break into groups of equal amounts of experienced and new members to discuss the following:

Experienced Members

- 1) If you had last year to do over again, how would you do it differently?
- 2) What advice would you offer to the new members?
- 3) What accomplishment(s) are you most proud of?

New Members

- 1) What would you like this organization to mean to you one year from now?
- 2) Do you have ideas for community service projects?
- 3) What talents or interests do you have that you feel would benefit the club?

Spend at least 15 minutes in your group discussing these questions. When time is up, gather together as one group and report what was discussed. It is usually more effective to have the experienced members report first, followed by the new members.

GFWC MEMBER PROFILE AND INTEREST SHEET

Date _____

Name _____

Mailing Address _____

City _____ State _____ Zip Code _____

Daytime phone: _____ Evening Phone _____

Mobile phone _____

E-mail _____

Family Information

Occupation (if applicable) _____

Birthday (without year) _____

Hobbies, Interests, Talents, and Expertise: _____

Current community involvement (clubs and organizations), including offices and chairmanships held (if applicable) _____

Other Useful Information _____

CLUB MEMBER SURVEY

Name (optional) _____

- 1) Number of years you have been a member of the club? _____
- 2) Why did you join our club? _____

- 3) What do you enjoy most about the club? _____

- 4) What do you enjoy the least? _____

- 5) What, in your opinion, has been the best project that the club has organized since you joined? _____

- 6) What types of projects interest you the most? _____

- 7) What types of projects interest you the least? _____

- 8) Do you think our club is well known the community? _____
- 9) If not, how do you think our club could become better know? _____
- 10) If you could change one thing about our club, what would it be? _____

50-YEAR MEMBER GFWC GOLD PIN ORDER FORM

Use this form for ordering GFWC Gold Pins for 50-year members *who have not previously received* the GFWC Gold Card. This form may be submitted by a club representative. Orders for multiple cards need to be sent to one address.

To download a GFWC 50-Year Member Gold Pin Order Form, visit www.GFWC.org/GFWCMembers or contact a GFWC Membership Services Associate at GFWC@GFWC.org or 202-347-3168.

GFWC MEMBER TRANSFER FORM

Club members who are moving and interested in joining a GFWC club in her new home can complete the GFWC Member Transfer Form, which alerts GFWC club leaders to the arrival of a potential member's new location. Help a GFWC member who is moving to a new town, state, or region of the country by completing and submitting the GFWC Member Transfer Form.

To download a GFWC Member Transfer Form, visit [**www.GFWC.org/GFWCMembers**](http://www.GFWC.org/GFWCMembers) or contact a GFWC Membership Services Associate at [**GFWC@GFWC.org**](mailto:GFWC@GFWC.org) or 202-347-3168.

CONFLICT RESOLUTION INFORMATION

Communication Skills

Here are some tips on how to listen and communicate in conflict resolution situations:

Do

Listen actively
Show empathy
Confront difficult situations early
Be clear and continually reinforce your message
Make eye contact
Be open-minded and impartial
Try to come to a compromise

Don't

Settle for less than all the information
Disregard the concerns of either party
Contradict yourself
Give in to avoid additional conflict
Use negative body language (folded arms)
Take sides
Give unsolicited advice

- 1) Know how to keep a discussion general when necessary, rather than specific and personal. Many discussions evolve into becoming personal, with accusations or even name-calling. Don't be afraid to remind the speakers that the major goal of problem-solving is to analyze *what* is wrong, rather than *who* is wrong.
- 2) Know how to deal with errors in statement of fact. It is common for people to "shoot from the hip" in an effort to support their own personal agendas or to elicit an emotional response. Before you react, be sure to ask where the information has come from. Gently challenge them if you feel suspicious of the validity of their statements. If you later find the information is erroneous, patiently remind the speaker that factual errors can lead to poor decision-making or lost opportunities. If you find that an individual *routinely* communicates lies or errors in a deliberate manner, it is time to sternly remind her of her ethical responsibilities.
- 3) Know how to relate action to discussion. An old motto states that, "When all is said and done, much more will be said than is ever done". Make sure that you end meetings with action items. Give assignments to various individuals and deadlines for action items to be achieved. Discussion is a valuable asset, but it must be translated into action in order to achieve real results.
- 4) Know how to stimulate discussion among individuals who are shy or not articulate. Some people are not comfortable speaking in groups. This may be the result of personality, lack of self-esteem, or fear from past negative experiences. Yet, these individuals often have much to contribute in sound ideas and comments. Make an effort to help them feel comfortable by creating an environment that respects and values their comments. Allow them to write down their comments in the form of a report if they prefer. Ask open ended questions that require some explanation from them rather than a simple "yes or no" answer.
- 5) Know how and when to summarize. There comes a point in a discussion where all the valid and necessary information has been exchanged. Beyond this point, it can simply become rehashing everything that has already been discussed. This can quickly develop into the proverbial "beating the

dead horse.” When you sense this occurring, it is time to summarize. Take the major ideas expressed and encapsulate them into a brief and logical outline. There comes a point in all communication when it is time to move on.

- 6) Know how to control the discussion monopolizer. Almost every club has at least one individual who attempts to monopolize all discussion. When this occurs it is time to take action. Go around the room and say, “I would like everyone individually to comment on this.” If the monopolizer interrupts, patiently ask them not to do so and go back to the person who was speaking. If the interruptions continue, use humor to get the monopolizer to see the need of allowing others to speak. If necessary, talk to them privately and ask them to respect the ability of others to also express their views.

Active Listening

In our active world of communication, one cannot afford to exclude the art of listening. As a leader you must listen to your members in order to be effective. Active listening differs from hearing. Hearing is the passive act of perceiving audible sounds with the ear. Listening, on the other hand, is the *active* pursuit of understanding what the other person is saying and feeling.

In active listening, the receiver tries to understand what the sender is feeling and what the message means. The listener puts her understanding into her own words and feeds it back to the sender for verification. It is important to feed back only what the listener feels the sender’s message meant—nothing more, nothing less. This creates an atmosphere of acceptance and understanding in which the sender can explore the problem and determine a solution.

To listen actively is not a simple activity. The following are important characteristics of a good active listener.

Be There

- Be present with the person in heart, mind, and spirit.
- Begin with a clear intention to understand the other person before you seek to have her understand you. You need to hear what she has to say first. If you don’t have the time or don’t want to listen, wait until you do.
- Display the proper attitude with open body language. It is important to keep a consistent, level tempo and tone no matter how excited or confrontational the person to whom you are listening may get.

Listen Carefully

- Don’t plan what you are going to say while the other person is talking.
- Don’t think of how you can interrupt.
- Don’t think of how to solve the problem, how to admonish, how to console, or what she “should” do.

- Don't think or struggle to react; just listen. Also, watch for what will never be said out loud. Read the nonverbal signals of others.

Accept the Person and Her Feelings

- Accept the person and her feelings without judgment or reservation. Don't stereotype even though she may be very different from you.
- Accept whatever her feelings may be or how they may differ from what you think someone "should" feel. Don't be afraid that just because the feeling is expressed that she will always feel that way.
- Remember that feelings are neither right nor wrong; they just exist, and can change, too.

Stay With Her Point of View Without Becoming Her

- Put yourself in her shoes at her point of reference. Don't become her, but understand what she is feeling, saying, or thinking.
- For clarification, try translating what she is saying into your own words without being repetitive.
- Stay separate enough to be objective, but involved enough to help.

Trust Her Enough to Keep Out of It

- Trust her ability to handle her own feelings, work through them, and find solutions to her own problems.
- Stay objective. Refrain from offering solutions in order to keep yourself removed.
- Don't intrude on what she is trying to say.

Active listening allows the leader to understand what messages the members are sending her, and is also the foundation for returning feedback effectively to members.

SAMPLE CLUB PRESIDENT COMMUNICATION TO POTENTIAL MEMBER

Dear May B. Member,

Recently, I received word from [GFWC Headquarters OR Susie Smith, my State Membership Chairman], that you are interested in the General Federation of Women's Clubs and possible membership in a local club. As president of the GFWC [Anytown] Woman's Club here in [Anytown], I am especially pleased to learn of your interest.

Our club has been a member of GFWC for [xx] years. The projects and programs that we work on and support in our community include:

- (Describe two to three projects that the club is involved in locally, and how they have positively impacted the community)

Our general meetings are held on [day] at [o'clock] at [location]. We would be delighted if you would join us at our next meeting. I will contact you soon to answer any questions you might have and provide you with directions to our meeting location.

Please feel free to contact me directly at [phone number and/or e-mail address].

Again, please know how happy we are that you are interested in our club and our projects, and I look forward to meeting you.

Sincerely,

Polly President
Club President, GFWC {Anytown} Woman's Club
123 Easy Street | Anytown, USA
P: 123-555-1235 | E: *PollyPresident@internet.com*

BENEFITS OF BELONGING TO GFWC

GFWC is a network of women volunteering on local, state, and national levels. Together more than 100,000 clubwomen form a powerful, service-oriented organization from which they derive many enrichment, leadership opportunities, and benefits. GFWC can be viewed as the “professional organization” for volunteer women. Members include business owners, teachers, elected officials, homemakers, corporate executives, students and retirees. Although there is considerable diversity in the ages, interests and experiences of GFWC members, all are united by their desire to effect positive change. It is the network of support that exists to help you and your club better serve your community.

Advantages of GFWC Membership

The General Federation of Women’s Clubs unites the best and the brightest of today’s women into a formidable group providing many advantages to its members, such as:

- The satisfaction that comes from making a difference in the community—every member contributes her individual efforts. The combined force of members on the club, district, state, and national levels demonstrates “strength in unity,” and provides the forum to make a difference where it counts.
- A network of support and encouragement from women with similar interests and concerns—fun, fellowship, and most important of all, lasting friendships based on mutual respect and shared experiences.
- Leadership training and professional skills development—skills gained from volunteer work can be used to open career doors, build a resume, obtain academic credit, or put to use in a personal business venture.
- A diversified set of national resources are offered in the Arts, Education, Conservation, Home Life, International Outreach and Public Issues Community Service Programs as well as special projects in domestic violence awareness and prevention and advocates for children—truly something to satisfy every member, and opportunities (not to mention inspiration) that otherwise would not be available to help you and your club better function within your community.
- Opportunity to mold public opinion—GFWC clubs’ united efforts provide a greater impact on important issues than individual voices would be able to provide on their own.
- Volunteering makes the heart grow stronger—reports show that volunteers have greater longevity, higher functional ability, lower rates of depression, and less incidence of heart disease.

For only \$15 a year, GFWC members and their clubs can receive all the great advantages and services of membership in GFWC:

- *GFWC Club Manual*, containing new program resources and project ideas developed for locally-based GFWC clubs including:
 - GFWC Advancement Guides—Guides for each GFWC Advancement area—Communications, Fundraising, Leadership, Membership, Public Policy, and Women’s History and Resource

Center. These guidebooks provide information and resources targeting ways that members and leaders can advance their club and GFWC in their community and worldwide.

- Community Service Programs—Goals, objectives, action plans, examples, partners, resources, awards and details to help your club plan amazing and effective projects in Arts, Conservation, Education, Home Life, International Outreach and Public Issues, as well as special projects through the GFWC Signature Project: Domestic Violence Awareness and Prevention and Juniors’ Special Project: Advocates for Children.
- Awards, Contests, and Grants—Detailed information regarding grants and monetary and other awards presented each year to GFWC clubs, states, and members based on the amazing community service and volunteering reported to GFWC.
- GFWC Communication Tools—providing up-to-date information to keep members and clubs informed and connected across the state, the country, and the globe.
 - GFWC Website (www.GFWC.org), our cornerstone communications tool, provides up-to-date information on programs, meetings, and public policy issues.
 - *GFWC New & Notes*, a comprehensive, free weekly electronic newsletter, sharing tips and program ideas to enhance your club’s community improvement efforts.
 - *GFWC Clubwoman Magazine*, our bi-monthly glossy magazine with more than 10,000 subscribers who are the first to receive feature stories on GFWC clubs, programs, and projects.
 - Legislative Network (LegNet), a free subscriber interactive network, creates a communication and advocacy link between Congress and GFWC members.
- GFWC Members Only Center, containing resources to help members and their clubs reap the rewards of GFWC’s strong, dynamic network of community volunteers. Resources available in the GFWC Member Center include:
 - Membership recruitment and retention tools to help clubs effectively manage and build new clubs.
 - Successful club program, project, fundraising, and templates are presented as models for adoption and adaption by others.
 - Educations and inspirational webinars to help enhance and enrich you and your club’s community development efforts.
- GFWC Club Membership Grants to help underwrite membership recruiting and rebuilding in your community. GFWC offers \$50 for club member recruitment programs and \$100 for district new club building programs. With very little effort, you can apply for the funding necessary to conduct a successful recruiting event or new club formation project.
- Monetary Awards and Recognition for outstanding achievements annually or biennially for each GFWC Community Service Program and special project. Awards are granted to eligible state federations, clubs, and individuals.
- Professional Development and Leadership Training at every level of GFWC membership, including:

- Workshops in strategic planning, goal setting, conflict resolution, public speaking and other important topics at district, state, international convention and on-line webinars.
- Hands-on experience in managing club programs and projects that can lead to networking opportunities and enhance career opportunities.
- GFWC LEADS (Leadership, Education and Development Seminar), a program for grassroots members who exhibit the desire to assume leadership positions in GFWC beyond their club.
- GFWC Mediators are active members with experience and special training who are available to counsel and resolve conflicts when dealing with difficult situations within their club, district or state.
- The GFWC Women's History Resource Center, supported by GFWC members, collects preserves, interprets and promotes the history of GFWC and women volunteers. GFWC members have free access to the WHRC archives, special collections, and publications, documenting the social and political contributions of GFWC clubwomen from 1890 to the present.
- GFWC Affinity Programs, provide members with benefits and discounts through a variety of partners for such things as travel and tour opportunities, health insurance, discounts at office supply and copier stores, and special promotions at nationwide shops and boutiques. For more details and up-to-date benefits visit www.GFWC.org/GFWCMembers.

CLUB MEMBERSHIP CHAIRMAN DUTIES AND RESPONSIBILITIES

As a club membership chairman, you have accepted a commitment to help build and sustain your club and GFWC. Promote strategic membership planning, with goals and action plans to ensure the future of the your club and GFWC by retaining and recruiting members and renewing Federation enthusiasm and pride. You are a vital link between GFWC national and club members. As you review the position description below, carefully consider the responsibilities involved. While you are not expected to do *everything* that is listed here, you are expected to do *something* listed here. If you feel you cannot fulfill these responsibilities, please do not accept the position.

Purpose of Position

A club membership chairman:

- Promotes the retention of existing members and clubs and the recruitment of new members.
- Projects a positive image of GFWC as an international organization and an awareness of GFWC membership opportunities and benefits.
- Shares information from the *GFWC Club Manual* with club members.
- Encourages members to subscribe to *GFWC Clubwoman Magazine*, GFWC's electronic newsletter *News & Notes*, and join GFWC on Facebook (www.Facebook.com/GFWCMembers).
- Proudly wears the GFWC member pin, especially when traveling to/from meetings.

Qualifications for Position

A club membership chairman is an important and challenging position. It requires *time, patience, energy,* and *goodwill*. As a recruiter, you personify GFWC to potential members. You may be called upon to speak publicly in workshops, meetings, and convention settings. *Enthusiastic and positive* representation and *support of your club and GFWC* is required. Remember: *membership matters!*

Ongoing Responsibilities

The following tasks are the continuing responsibility of the club membership chairman. For additional instructions and assistance, please contact the GFWC Membership Committee Chairman, the GFWC Senior Director of Membership and Programs, or your GFWC Region Membership Committee member.

- Process, coordinate, and follow-up on new member referrals and member transfers.
- Update GFWC and the state federation with club members' address, e-mail, and other changes in contact information using the GFWC Member and Club Update Form.
- Prepare and file an annual GFWC Membership Report to be eligible for awards and recognition.
- Prepare, process, and present anniversary and award recognitions.
- Fulfill your responsibility as a conduit of information: read all Federation material sent to you, and pass it along to the appropriate people in a timely manner.
- Answer telephone calls, e-mail, and mail promptly: *Monday is for membership!*

- Subscribe to *GFWC Clubwoman Magazine*.
- Subscribe to GFWC's electronic newsletter *News & Notes* and encourage other clubwomen to subscribe or share the information with your club.
- Join GFWC on Facebook at www.Facebook.com/GFWCMembers.
- Pass along materials, files, records, and information to your successor in a timely and organized manner.
- Have an overall working knowledge of all aspects of GFWC membership. Familiarize yourself with the *GFWC Club Manual* and GFWC emblematic and membership materials through GFWC's online store at www.GFWC.org/Marketplace.
- Identify and develop materials that are most relevant to the needs of your club for recruiting new members (tabletop displays, posters, customized GFWC mini tri-folds, etc.)
- Don't forget the web! Encourage your club to develop and/or maintain a lively and positive website, and link with www.GFWC.org.
- Review materials from other clubs, districts, states, and other organizations for ideas. Contact the GFWC Senior Director of Public Affairs at GFWC@GFWC.org as an additional resource.
- Submit articles promoting membership to your club, district, and state newsletters and GFWC.

The GFWC Member and Club Update Form can be found in the Resource Section, the Forms section of the GFWC Club Manual, as well as downloaded at www.GFWC.org/GFWCMembers.

Subscribe to GFWC Clubwoman Magazine using the subscription form in the Resources Section or online at www.GFWC.org/GFWCMembers. For your complimentary subscription to GFWC News & Notes, sign-up at www.GFWC.org.

As a member of GFWC, you have access to the support and expertise of a professional staff at GFWC Headquarters, including the GFWC Senior Director of Membership and Programs, GFWC Senior Director Public Affairs, and GFWC Membership Services Associates. You can reach them at 1-800-443-GFWC (4392), 202-347-3168, or GFWC@GFWC.org.

Additional Training

Meetings at every level of GFWC (district, state, region, and national) offer a variety of training opportunities (district, state, region, and national), including membership workshops, roundtables, and informal get-togethers. Meeting attendance provides an expanded perspective on the breadth and depth of GFWC activities and accomplishments at every level.

Last, But Not Least

Keep your eyes and ears open for ways to identify early membership challenges. Your state membership chairman, who in turn works with the GFWC Membership Committee chairman, GFWC senior director of membership and programs, and your GFWC Membership Committee region representative, are all available to assist with your membership needs.

Recognize, celebrate, and share success stories.

HAVE FUN! It's the most challenging job you'll ever love!

GFWC MEMBER AND CLUB UPDATE FORM

Use this form for update your club and/or club members' information with GFWC Headquarters.

To download a GFWC Member and Club Update Form, visit www.GFWC.org/GFWCMembers or contact a GFWC Membership Services Associate at GFWC@GFWC.org or 202-347-3168.

EXAMPLES OF SUCCESSFUL RECRUITMENT EVENTS

The GFWC Billings Junior Woman's Club (Montana) planned a unique recruiting event. They held it at a ceramic studio and entitled it "Bring a Daughter." At this recruitment event, mugs were painted and fired, and used to hold hygiene products for a local domestic violence safe house. Through this and several other creative events, the club added 10 new members.

The GFWC Amery Woman's Club (Wisconsin) reported setting a goal to increase its membership by 10 people. They sent invitations in August to a potluck dinner to ladies in their community. Twenty new members attended the September meeting, and the club asked each to reach out to one or two friends. They provided postcards to these new members to share with other prospective members. They members reported that they WAY surpassed their goal of 10 new members: obtaining 23 new members.

The GFWC Marlboro Junior Woman's Club (Massachusetts) provided hot chocolate and club brochures to soccer moms on Saturdays in September.

The GFWC Clayton Century Club (Delaware) knows the value of taking advantage of what its community has to offer. For its membership recruitment activity, the members saw a unique opportunity—a spa in the area, which had recently opened. The club membership chairman spoke with the owner, who agreed to offer a free spa night in exchange for publicity and the chance for new customers. The club membership chairman used current members to recruit new ones, attracting a demographic that was likely to respond. But she also decided to cast a wider net by advertising in the local newspaper. They now have new members who were recruited through both methods. The club knows how to make the best of both worlds—recruiting members that are readily available, while attracting them with events that are unique, innovative, and fun. And they know how to take advantage of the community they already have—they hope to have the club's next recruitment event at a new restaurant in the area, generating business and members at the same time.

The GFWC/Sharonville Federated Woman's Club (Ohio) held a Breast Cancer Awareness "Pretty in Pink" recruitment event. The members posted flyers and invited friends and family. Every woman deserves to feel good about herself and to share the experience with friends. They had local make-up representative speak on basic make-up application, provide makeovers, and distribute goodie bags. The club also held a hands-on project of making Comfort Pillows, small washable pillows that a breast cancer patient can place between her body and arm to relieve discomfort, for a local breast cancer clinic. The program was well received and they recruited four new members.

SUCCESSFUL RECRUITMENT EVENT TIPS

- Begin planning well in advance, at least three months before the event.
- Dedicate a club meeting to brainstorming, and ask members to bring lists of potential invitees.
- Consider holding award ceremonies in conjunction with the event. This shows prospective members that the club appreciates and rewards participation and effort.
- Keep the event short, informative, and interesting. Do not inundate prospective members with too much information.
- Choose a date and time that appeal to your target audience. Be sure to accommodate women who work during the day or have childcare concerns. Avoid religious holidays.
- Choose a venue that can be accessed via a variety of transportation options. Avoid public areas where the meeting might be disrupted.
- Use the club membership chairman as the contact for the meeting so all questions and RSVPs can be referred to one person.
- Send invitations at least a month before the meeting. Make sure your invitations include the When, Where, What, and Call to Action/RSVP. If all of the information is there, the attendee does not have to research additional information—she just has to RSVP and show up!
- Let invitees know they can bring a friend. New prospects might feel more comfortable attending an event if they can bring a guest.
- Before the event, e-mail members a list of attendees so they are aware of who will be present.
- Download promotional or member benefit information, GFWC materials, and other information or order GFWC brochures from www.GFWC.org/GFWCMembers.
- Provide name tags for everyone, indicating whether an attendee is a current member or a guest.
- Have a greeter at the door to welcome each guest.
- Have all guests sign in.
- Begin and end on time.
- Ask each attendee to introduce herself and share information about her life.
- Ask each attendee to fill out a Membership Profile and Interest Sheet.
- If your club bylaws permit, ask prospective members to join! Have a club membership form available at the meeting. If your club bylaws are restrictive to easy membership, consider reviewing and making amendments to create an open environment for all who want to join your club.
- Follow up with each attendee after the meeting with a phone call, e-mail, or handwritten note thanking her for attending and inviting her to the next meeting/event.

A TIME FOR GFWC'S SEASONAL RECRUITMENT CAMPAIGN REPORT

"Three New Members is a GREAT Reason to Recruit This Season"

To submit the names of those successfully recruited during your membership campaigns, please complete the form below and return it to GFWC Headquarters by the deadlines noted:

Check which recruitment season you are reporting:

- Winter** Flurry of Members (December, January, and February) Report due **March 1**
- Spring** Growing Members (March, April, and May) Report due **June 1**
- Summer** Warm-up with Members (June, July, and August) Report due **September 1**
- Fall** Rake in New Members (September, October, and November) Report due **December 1**

"A Time For GFWC Membership" Membership Campaign

1734 N Street NW | Washington, DC 20036-2990

F: 202-835-0246 | GFWC@GFWC.org

Club Name _____

City _____ State Federation _____

Club President's Name _____

E-mail _____ Phone (day) _____

Listed below are names and contact information (address, telephone number, and e-mail addresses) of new members recruited as the result of **A TIME OF GFWC MEMBERSHIP** recruitment event (June 2010 through May 2012):

Name _____

Mailing Address _____

City _____ State _____ Zip Code _____

Phone _____ E-mail _____

Name _____

Mailing Address _____

City _____ State _____ Zip Code _____

Phone _____ E-mail _____

Name _____

Mailing Address _____

City _____ State _____ Zip Code _____

Phone _____ E-mail _____

Please use additional sheets if necessary.

INSTRUCTIONS FOR GFWC'S SEASONAL RECRUITMENT CAMPAIGN REPORT

Reporting Your Successful Recruitment Event and Results

Reports should include:

- Club name
- State Federation
- Club president's name, phone number, and e-mail address
- Names and contact information of new, dues-paying members that joined in the appropriate recruitment season
- The reports can include narratives of the recruitment campaign and/or event as an attachment to the form.
- Please submit a report even if you did not gain three new members—EVERY NEW MEMBER COUNTS!

For recruitment events held in:
by:

Winter (Flurry of Members—Dec., Jan., and Feb.)

Spring (Growing Members—March, April, and May)

Summer (Warm-up with Members—June, July, and August)

Fall (Rake in New Members—September, October, and November)

Reports due to GFWC Headquarters

Report due March 1

Report due June 1

Report due September 1

Report due December 1

Recognition

Clubs achieving and reporting **three** new members, as a result of their seasonal recruiting efforts will be recognized in the *GFWC Clubwoman Magazine*.

Reporting New Members to Your State Federation

Please follow the guidelines for your state when sending in dues, names, and contact information for your newly recruited members.

A TIME OF GFWC MEMBERSHIP SUGGESTIONS

Winter is a time for a “Flurry of Members”

The winter months bring us short days and long nights, as well as colder weather. Winter is a time for good food, friends, and dreams of warmer weather. This is the time to be planning recruitment events and welcoming new Federation sisters. New members are the seeds that will bloom in our GFWC gardens for years to come.

“Every gardener knows that under the cloak of winter lies a miracle...a seed waiting to sprout, a bulb opening to the light, a bud straining to unfurl. And the anticipation nurtures our dream.”

–Barbara Winkler

December

Safe Toys and Gift Month and Chocolate Day–Host a “*Gift that Keeps on Giving*” party and invite members and potential members. Ask each attendee to donate a toy that can be donated to a local domestic violence or homeless shelter. Display a membership exhibit board and include pictures and information about club projects. As you wrap the gifts, share with guests that the gift that keeps on giving is GFWC membership and making a positive difference in the community and the lives of others. Send each attendee home with a gift package of chocolates and club information including the details for the next club meeting.

National Cookie Day–Host a cookie exchange event and ask current and potential members to bake a pre-determined amount of cookies and bring a non-perishable food item. Explain that dozens of cookies and the food items will be donated to a local food pantry. Busy women go home with an array of home-baked cookies and know that their time was well spent helping others.

January

National Get Organized and Self-help Group Awareness Month–Host a “*Kick-off the Year and Volunteer*” event and invite current and potential members. Everyone makes resolutions about what they hope to accomplish in the next year. Educate potential members on how club programs and Federation sisters are just what they need to improve their lives. Speakers could be on topics such as organizational skill building, financial planning, and healthy living. Be sure to include a healthy dose of food, Federation facts, and fun.

A wonderful way to warm a cold January night is with “*An Evening of Coffee and Chocolate.*” Serve varieties of coffee and chocolates, and invite a pastry chef or barista to provide a presentation to current and potential members on chocolate and coffees. Include informational club and GFWC materials and an invitation to come to the next club meeting.

February

Plan a “*Let the Good Times Roll*” event with a Mardi Gras theme. Focus on the fun of Federation playing Federation fact games, giving beads and trinkets as prizes. Share with guests past projects, programs, and social events enjoyed by members. Celebrate **National Cherry Month** by serving all cherry snacks and desserts.

Heart Health Month—Host a “*Volunteering Moves the Heart*” event and have a speaker discuss the number one killer of women: heart disease. Serve healthy snacks, and promise to share the recipes at the *next* meeting. Take this opportunity to celebrate “Plant the Seeds of Greatness Month” by brainstorming new community service projects. Give each attendee a packet of Forget-Me-Not seeds with a label including club and contact information. Seeds of volunteerism will be planted, and guests will want to come back for the recipes and to help work on the projects they helped germinate.

Spring into Action and Start “Growing Members”

Spring is the time when the weather warms, and we feel a sense of resurgence and renewal. This is when seeds are planted and many flowers bloom. All GFWC members should concentrate on cultivating our club gardens and growing new members.

Gardening is a way of showing that you believe in tomorrow.

—*Author Unknown*

March

National Craft Month—This one’s for the girls! Host a Mother’s Day card-making event. Invite potential and current members to invite their daughters and or granddaughters to craft handmade cards for a domestic violence shelter. The unique cards would be given to the children in the shelter to give to their mothers. Not only will this event strengthen bonds between the crafters, but it will also instill a sense of volunteerism. This hands-on project will promote the good works of your club to attract new members—and could even be the start of a Juniette club.

National Women’s History Month—A perfect time to spotlight the accomplishments of your club is National Women’s History Month by hosting a “My Biggest Achievement” event. Invite members and guests to share what they believe is their own personal historic moments as a women, *not* including their marriage or children. Show the history chapter of the GFWC DVD and provide a display that highlights GFWC and club information, including the club’s current and past community projects. Share information on how the GFWC Women’s History and Resource Center is ensuring that women are written into history. Explain that the GFWC Women’s History and Resource Center collects, preserves, interprets and promotes the history of GFWC and women volunteers. What guest could resist joining such an essential part of their community?

April

Earth Day—Celebrate Earth Day by planning eco-friendly activities for your members and guests. You can plant trees in a park, participate in forest restoration projects, and seed urban gardens. Plan a day to have members and guests change the light bulbs at your local homeless shelter to the energy efficient bulbs donated by your club. Encourage your members and guests to do the same in their own homes. Plastic shopping bags are a big garbage, recycling, and environmental problem; it takes 1,000 years for a bag to break down. Celebrate Federation Day, and host a green sewing day. Invite members, friends, and guests to a day of crafting reusable shopping bags to take to the grocery store. You have planted the “green” seed. Serve a green salad and soup lunch following the activity. The club’s environmental activities will not only encourage your guests to become members of the “Green Generation,” but also GFWC members!

May

Celebrate National Hamburger, Salad, and Clean Air Month—Hold a backyard barbecue guest night. Serve, what else—burgers and salad! Include an informational display regarding your club and GFWC, and members and guests will share federation facts, fun, and food. As an incentive, hold a drawing and provide one prospective member with a complimentary year of membership in your club (or a discount on dues) if she joins.

National Bike Month—Hold a bike safety check at your local elementary school and partner with your local police department. Wear apparel that identifies you as a GFWC club and provide information about your club and GFWC with the certificate of inspection.

Summer is a “Great Time to Warm-up with New Members”

Summer is the warmest of the four seasons. It is marked by the longest days and shortest nights. Most schools have a summer break to take advantage of the warmer weather and longer days. Members of the General Federation of Woman’s Clubs can take advantage of this special time of year to pursue and recruit new members, while at the same time enjoying some fun, productive time with the ones you already have. Take advantage of the longer days, and plan some excellent activities to pamper your current members and entice new membership.

June:

Great Outdoors Month and **National Rivers Month**—Plan a “*Pick-up Picnic*.” Find a river, lake, or park in your area that could use a little TLC, and invite friends to join your club for light clean-up and relaxing picnic. Make sure that the guest “picks up” club literature and you offer to “pick them up” for the next meeting.

Perennial Gardening Month and **National Rose Month**—Plan a “*Bloom Where You’re Planted*” day. Find a spot in your community that could use a little beautification. Have your club members bring a plant and friend. Let your membership grow.

Children’s Awareness Month and **Dairy Month**—Plan a “*Sundaes at Sunset*” social for families and their children. Provide games and offer story time after everyone enjoys their homemade ice cream sundae. Club members are encouraged to invite everyone they know with children and/or grandchildren. Sprinkle the social with Federation facts and enjoy the sweet rewards of new members.

July

National Cell Phone Courtesy Month and **National Grilling Month**—Plan a cookout, contact all the women in your cell phone contact log, and invite them to join you. This could be a fun way to cook up some new members by hosting a “*Grill the Text Dinner.*” Collect and donate all old cell phones to a domestic abuse shelter.

Purposeful Parenting Month and **National Make a Difference to Children Month**—Plan a “*Non-Birthday Party*” for all the children your club members know, and invite their mothers to a fun time all without the pressure of gifts. Just celebrate the joys of childhood. The biggest gift for mothers would be GFWC membership—the gift that keeps on giving.

National Culinary Arts Month and **Social Wellness Month**—Plan a dinner in a restaurant where you can show off your culinary gusto. Don’t forget to invite potential members to join you and share Federation friendship stories. This event is a great way to recharge your batteries and attract new members. Remember to thank the chef for a wonderful meal that you didn’t have to cook!

August

National Women’s Month—Plan a “*Pamper Yourself*” party. Invite all the women you know to an evening of spa treatments along with some great fun and fellowship while you celebrate being a woman. Give each guest a goodie bag with candy kisses and club information.

What Will Be Your Legacy Month—Plan a “*You Too Can Make a Positive Difference*” event. Challenge members to each bring at least one guest, and celebrate the accomplishments and legacy of one of GFWC’s most famous members, Eleanor Roosevelt. Show the GFWC history chapter of the GFWC DVD and brainstorm on a community improvement project that will enhance the lives of others and ensure the legacy of your club.

Fall is a Great Time to “Rake in New Members”

Autumn brings cooler temperatures, and GFWC members turn their attention away from vacations to activities in our GFWC clubs. Most ancient cultures featured autumnal celebrations of the harvest, often the most important on their calendars. Take this time to plan recruitment events harvesting new members, giving thanks for your bounty and celebrating your accomplishments.

“The season for enjoying the fullness of life—partaking of the harvest, sharing the harvest with others, and reinvesting and saving portions of the harvest for yet another season of growth.”

—*Denis Waitley*

September

Back to School—Host a light breakfast for parents on the first day of school, and publicize that your club is requesting donations of school supplies for children in Afghanistan and/or Iraq, low income areas, or homeless or domestic abuse shelters. Your club’s informal gathering can help ease the separation that some first-time parents experience when sending their children to school, and it is also an opportunity to explain your club and projects. This breakfast is a perfect way to recruit mothers that may now have some extra time on their hands.

Johnny Appleseed Day—September 26, is the day to celebrate the apple and its origin. Celebrate this special day with an apple dessert-making event. Clubs could invite local pastry chefs to whip up their best apple creation for potential and current members to enjoy. Promise recipes at the next meeting!

October

Breast Cancer Awareness Month—Clubs can sponsor a walking team or staff informational booths or water stations for participants involved in one of the many breast cancer events during this month. Hold an all hands on board membership event such as making breast cancer pillows and invite local women to help. These events provide an opportunity to meet hundreds of caring and dedicated women and promote your club at the same time.

Domestic Violence Awareness Month—During October, clubs may host showers, organize a wish list collection, and hold informational programs on domestic violence. Invite local officials to speak about domestic violence support programs in your community. Sponsor a Halloween party for children in a domestic violence shelter and involve the mothers in a fall craft-making project.

November

Veterans Day–November 11, celebrate Veterans Day in your local community by inviting women veterans and women in military service to a tea in their honor. This special event shows your gratitude for their service and is an opportunity to share the club’s service to the community.

Chicken Soup for the Soul Day–November 12, Chicken Soup for the Soul Day, was created to celebrate who you are, where you’ve been, where you’re going, and who you will be thankful to when you get there. What a wonderful day to celebrate your clubs and GFWC’s past, present, and future. So whip up some chicken soup; invite past, current, and potential members; and have a party.

ICE BREAKERS

Getting club members to transition from being strangers to being friends can be a difficult process, especially if some members are shy or quiet. Ice breaker games are one of the best ways to break people out of cliques and get them talking to one another. Here are three examples of ice breaker games, all designed to be inexpensive, informal, and short—but we guarantee that all of them will get everyone talking and laughing!

Intro-Trade

Note the number of people in the room and divide by half. Have everyone number off from one to that “half number.” (For example, if there are 20 people in the room, everyone would be numbered 1, 2, 3, 4, 5, 6, 7, 8, 9, 10; 1, 2, 3, 4, 5, 6, 7, 8, 9, 10). Everyone then pairs up with her matching number. If there is an odd number, the club president or other officer can be the timekeeper and/or moderator

Give the groups two minutes each to introduce themselves. Instruct them that during this time, they are not to be sharing basic details (occupation, number of children, etc), but more interesting, personal details—hobbies, secret loves, guilty pleasures, childhood anecdotes; anything interesting. You can also provide note cards with suggested topics to share to help give everyone ideas.

At the end of the two minutes, the group reassembles. Go around the room and have everyone introduce her partner to the group, including some of the interesting details they shared.

Toilet Paper Roll Call

Depending on the size of your group, pass around one or two rolls of toilet paper. For a group of 25, two rolls will do just fine.

Have each person take “how much she thinks she’ll need.” This is intentionally vague—don’t answer any more questions. Just repeat that each person should take what she thinks she’ll need.

Once everyone has her share, each woman has to share one interesting detail about herself for every square of toilet paper she has. Here’s the fun—some will have taken only one, but some might have taken a huge strip! Again, these details should be more than basic details—things that couldn’t go on a fact sheet about the member, but that it might take a few meetings to discover about her.

Themed Roll Call

Each month pick a theme or question for members to answer during roll call. Suggestions include:

- Favorite restaurant
- Ideal vacation destination
- How you met (will you meet) your spouse

Everyone will learn a bit about fellow members.

Jelly Bean Survey

With a large bag of jelly beans (or M&M's, Skittles, or any candy with a variety of colors) select one question to go with each color. This method is especially helpful for a group that is on the quiet side. Some question options are:

What was your most embarrassing moment?

What was your life goal at the age of twelve?

“If you won the lottery, what would you buy first or first do?”

Brag about something of which you're insanely proud.

At the meeting, pass around the bag, and instruct everyone to take a few (depending on the size of your group and how much time you have), but instruct everyone to not eat them quite yet.

Select someone to go first, and have her tell you which colors she has. Read her the questions associated with the colors. Continue around the room as many times as you like and have time for

NEW MEMBER INDUCTIONS

Sample 1

Members of [insert club's name] it is my [*the person performing the induction ceremony is up to the discretion of the club. It could be the membership chairman/president*] privilege and pleasure today to welcome into membership [new member's name]. [New member's name], you have heard and embrace the mission and purpose of our club and community service projects. You have agreed to accept the obligations of membership in this club. By joining the [insert club's name] you also become a member of the international organization of the General Federation of Woman's Clubs. Please accept and wear with pride this GFWC Member pin. Members of the [insert club's name], please join me in welcoming [new member's name]_our newest member.

Sample 2

The club officers and membership chairman stand behind table each holding a different color candle.

New members stand in front of table. Club president begins

The club president begins by lighting her candle—then saying her part and the light is then passed on to each officer as they say their part.

President–White Candle

“As president, this candle that I hold represents our club, [insert club's name], a member of the [insert name of district], of the [insert name of state federation], and the General Federation of Women's Clubs. I light this white candle symbolic of our club as a whole. White stands for purity, the ultimate of all our dreams.”

Vice-President–Yellow Candle

“As vice-president, I light this yellow candle as a symbol of perfection. In our work, we find interest in many areas: service, culture, and social. Perfection is our goal.”

Secretary–Green Candle

“As secretary, I light this green candle for unity. Every club member is an essential part of club work. Each one must accept the responsibility of being informed on club work to keep the organization going, and to do her part in making the club year a happy and successful one.”

Treasurer–Red Candle

“As treasurer, I light this red candle as a symbol of service. It is the patriotic duty of every club member to spend as many hours as her time will allow in service to her community. A club member can develop her talents by performing useful community service.”

Immediate Past President–Blue Candle

“As immediate past president, I light this blue candle for loyalty. A loyal member is conscientious in attending meetings and completes the duties she is asked to perform to the best of her abilities.”

SAMPLE FORM FOR INDIVIDUAL RECRUITER OF NEW MEMBERS FOR STAR PINS

Club Name and State _____ Date: _____

Recruiter's First Name and Last Name _____

Mailing Address _____

City _____ State _____ Zip Code _____

Listed below are names and contact information (address, telephone number, and e-mail addresses) of new members.

Name _____

Mailing Address _____

City _____ State _____ Zip Code _____

Phone _____ E-mail _____

Name _____

Mailing Address _____

City _____ State _____ Zip Code _____

Phone _____ E-mail _____

Name _____

Mailing Address _____

City _____ State _____ Zip Code _____

Phone _____ E-mail _____

Name _____

Mailing Address _____

City _____ State _____ Zip Code _____

Phone _____ E-mail _____

Name _____

Mailing Address _____

City _____ State _____ Zip Code _____

Phone _____ E-mail _____

Signature of Club President or Membership Chairman

Print Name _____

Mailing Address _____ City _____ State _____ Zip _____

Phone _____ E-mail _____

Mail completed form to Your State's Membership Chairman at her address

NOTE: You do not need to have five new members before you report. Please send a separate form for each recruiter in order to avoid confusion.

SAMPLE INVITATION

Dear (Insert Name),

Several people in our community are in the process of organizing a new General Federation of Women's Club, and we cordially invite you to join other women in (insert name of community) who desire personal involvement in the leadership and improvement of our community to learn more about GFWC.

We welcome the opportunity to tell you who the members of GFWC are, what we do, and why women like you join. This much we can tell you now: the members of GFWC enrich their lives by putting their talents, time and experience to work on causes that benefit families and communities, and have a lot of fun doing it.

We look forward to seeing you:

Date:

Time:

Location:

If you know of a friend or a neighbor who also would like to be part of a club involved in the community, we'd love it if you invite her to join us, too.

Please R.S.V.P. to (Insert Name) at XXX-XXX-XXXX or E-mail@E-mail.com by [date]. We look forward to meeting you.

Sincerely,

(Insert Name)

SAMPLE FOLLOW-UP INVITATION

Dear (Insert Name),

Thank you for joining us on (insert date of last meeting) to learn more about organizing a new General Federation of Women's Club in our community. We enjoyed meeting you and would like to invite you back for a brief meeting to discuss how our potential new GFWC club can support the many needs in our community.

GFWC offers a diversified set of GFWC Community Service Programs, and we would like to understand what type of community volunteer projects or programs you would enjoy lending your time and talent in to make a difference.

As a GFWC Member, you not only have the chance to contribute to the improvement of our community, but it also provides you with a network of support and lasting friendships from women with similar interests and concerns. Our next meeting will be held:

Date:

Time:

Location:

Again, if you know of a friend or a neighbor who also would like to be part of a club involved in the community, we'd love you to invite her to join us, too.

Please R.S.V.P. to (Insert Name) at XXX-XXX-XXXX or E-mail@E-mail.com. We look forward seeing you again.

Sincerely,

(Insert Name)