



# GFWC Membership News

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 GFWC 2016-2018  
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 Like us on Facebook  at  
 GFWC Membership-The Real Deal



### Resources for Membership Recruitment and Retention

**“What should we do to recruit new members to our club?”** It is a question that is asked by club members every year. The answers can be found in the GFWC Club Manual – Membership Advancement Guide. It is the best resource for information for all topics related to membership. A goal of the GFWC 2016-2018 Membership Committee is to provide additional resources and ideas that may assist clubs in finding an answer to this question as well as to other questions, e.g. retention of members.

The Membership Committee is made up of representatives from the eight GFWC regions and the Juniorette Chairman. They have written articles for the *GFWC Clubwoman Magazine* as well as the weekly *GFWC News & Notes*. Please read their articles below:

*GFWC Clubwoman Magazine:*

- **MEMBERSHIP: The Real Deal** – H. Belcher-Stack; September+October 2016
- **BRIDGING THE GAP IN YOUR COMMUNITIES** - V. Weber; November+December 2016
- **PARTICIPATE IN THE GAME OF HEARTS**  
 What would a membership ‘Opportunity’ look like to you? – J. Waseleski; January+February 2017

*GFWC News & Notes:*

- **KEEPING NEW MEMBERS ENGAGED** - V. Weber; January 12, 2017.

Look for future articles from the committee in *News & Notes* and *GFWC Clubwoman*.

**GFWC MEMBERSHIP NEWSLETTER:** The committee publishes monthly issues of GFWC Membership News for State/Club Membership Chairmen. This February issue and all past issues of the Membership Newsletter may be found on [www.GFWC.org](http://www.GFWC.org). Select the GFWC Resource tab and the letter “M”. The Membership Advancement Guide may also be found under this tab.

**IDEA to SHARE?** - Does your club have any membership ideas or resources you would like to share in future issues of the GFWC Membership Newsletter? Please send to Penny Peterson, editor at: [penny.peterson@cox.net](mailto:penny.peterson@cox.net).



### Ideas for Attracting Prospective Members



Looking for prospective members? Have you already asked everyone you know - your friends and family? It is time to attract that “stranger” to a conversation about GFWC. Here are some ideas to get that “prospective member” to be the one to initiate the conversation. Be prepared with your “elevator speak.” Find some samples in the GFWC Club Manual.

1. Do you only wear your GFWC pin or emblematic clothing to club meetings and club events? Why not wear your pin or club shirt when you out and about . . . shopping, lunch, hiking, the gym, or to the doctor’s office, etc. It will prompt the person to ask you about what GFWC represents.
2. Wear a GFWC Infinity scarf purchased from the GFWC Marketplace. All those “GFWC”s are sure to generate a question as to what is GFWC.
3. Those checkout lines are another great place for generating a conversation, especially if your purchase is a large quantity of one item such as 40 rolls of gift wrap paper or 25 boxes of crayons. That inquisitive look is another conversation starter.

Can you think of some other situations where you can attract a conversation?



### Summer seasonal recruitment **GFWC MEMBERSHIP GRANTS** Application deadline is June 1, 2017.

Visit [www.GFWC.org](http://www.GFWC.org), under Members, Recruitment Campaign, Membership Grant, for a copy of the **Membership Grant Application Form**.



### GFWC’S “IT’S THE REAL DEAL” RECRUITMENT CAMPAIGN March, April, May **52 PICK UP – A MEMBERSHIP TOOL** Report due June 1, 2017

Visit [www.GFWC.org](http://www.GFWC.org), under Members, Recruitment Campaign, Recognition, for a copy of the **GFWC Recruitment Campaign Report Form**.