



GFWC Membership News

September 2016

Author: Penny Peterson
GFWC 2016-2018
Membership Committee Member
Like us on Facebook  at
GFWC Membership-The Real Deal

Ideas for Finding Prospective Members



A Membership Recruiting Tool: *The GFWC 125th Anniversary Yearbook*

We are a mobile society and membership in GFWC knows no geographical restrictions. Reach out to former/current GFWC Members living in your hometown or nearby communities but who are not current members of your club.



Refer to the section of your state and town, under "Geographical Section by Residence Address" of the Anniversary Yearbook for names that are listed but are not members of your club. Find their contact information through the alphabetical listing of Members of the General Federation of Women's Clubs under the section "Biographical Section." Contact these ladies and invite them to re-connect and join a GFWC club in their hometown.



Partnerships – *Thinking Outside of the Box*

Local sports organizations are a great way to maximize your audience to talk about GFWC and potentially gain new members. Look at your local sports organizations. Most, if not all, look for partnering opportunities with other organizations. Their marketing department or community relations department is a good place to start.

Plan of Action:

Make contact. Tell them who we are, what we do for the community and how partnering can benefit both organizations. (Attendance for them, exposure for us) Advertise the event ahead of time. Get as many members as you can to come to the event. Set up a table with information and giveaways- Use your GFWC resources/contact headquarters for help! Branding is important. Wear GFWC apparel! Hand out information and tell patrons about us. Use your elevator speech.

Plan in Action: GFWC Georgia and NBA Atlanta Hawks

The Atlanta Hawks offered GFWC Georgia the opportunity, at a game, to set up a table to distribute brochures and information. They were able to purchase tickets at a discount for their members/family with a portion of those sales going to a charity of their choice.



GFWC Marketplace – New Products for Membership Recognition

Take the opportunity to say thank you and recognize your club members for their years of GFWC Volunteer Service, by awarding them a pin denoting years of membership! In addition to the current: 5, 10, 25 and 50 year membership pins, GFWC Marketplace now offers pins to recognize 15, 20, 30, and 40 years of membership in federation. Cost is \$5 each.



CELEBRATE 126 YEARS OF GFWC ACHIEVEMENTS

by showing this brand-new GFWC promotional video at your club meetings and membership events. The video is a great tool to celebrate and promote your club, and demonstrates how GFWC is "Opening Doors" through volunteer service. To view the video:

<https://www.youtube.com/watch?v=EZCJ-HO23WE>

GFWC'S "IT'S THE REAL DEAL" RECRUITMENT CAMPAIGN

Join GFWC clubs nationwide in the popular membership recruitment campaign.



September, October, November
BRIDGE THE GAP
Report due December 1

Visit www.GFWC.org, under Members, Recruitment Campaign, Recognition, for a copy of the **GFWC Recruitment Campaign Report Form**.