



GFWC Membership News

Volume # 2 Issue #1 February 2022

2020-2022 Membership Committee

Becky C. Wright, Chairman
Southern Region

Karen Crandall
Mississippi Valley Region

Shelli Fehr
Great Lakes Region

Sally Harper
South Central Region

Nancy Jones
Western States Region

Mary Pat Marcello
Middle Atlantic Region

Susette Redwine
Southeast Region

Jen Nowak
New England Region

Trina Behbahani,
Juniorette Chairman
Southeast Region

GFWC Membership
2020-2022 Recruitment
Campaign

“HATS OFF TO MEMBERSHIP”



June, July and
August
RETENTION

“Staying in the Game”
Report due September 1



September,
October and
November
RECRUITMENT

“Exploring for New
Members”
Report due December 1



December, January
and February
MENTORING

“Building the
Connection”
Report due March 1



March, April and
May
RECOGNITION

“Celebrating the Victories”
Report due June 1

Hello Federation Friends!

As we find ourselves celebrating Heart Month, it is only fitting that we remember to celebrate the heart of our Federation – our members!

We are fast approaching the Celebration months in our Hat’s Off to Membership Recruitment Campaign, and this is a perfect time to begin planning those celebrations!

This is just a friendly reminder to visit the GFWC Marketplace to order recognition pins for years of service and order pins to be used in the installation of Club and District Presidents. Visit the Member Portal for Star Recruitment Submission Forms (under S) for Star Recruitment Pins. State Conventions are a great time to honor 50-year members with the Gold Pin and 75-year members with the Jubilee Pin! These two pins are free when you use the order forms found in the Member Portal Digital Library Resources under G.

Do you have clubs in your state federation that will be celebrating a special anniversary this year? If so, remember to allow extra time for Anniversary Certificates to be mailed from GFWC. These certificates are free and come with a congratulatory letter from our International President!

I encourage you to celebrate every chance you get, always remembering that there is no greater heart than the heart of a volunteer, and GFWC volunteers are the BEST!

In Federation,

Becky



Pictured left to right: Gold & Jubilee Pin Order Form, Star Pin Recruitment Awards and Club Anniversary Order Form

DEMISTIFYING THE CHALLENGES OF MEMBERSHIP

COMPILED FROM THE INTERACTIVE REGION WORKSHOPS - BY OUR MEMBERS FOR OUR MEMBERS!

Are you looking to rejuvenate current members or reengage former members?

- Plan “out of the ordinary” meetings to attract new members, rejuvenate current members, and reengage former members. Good speakers and programs make it a learning event.
- Host game night or online bingo weekly to foster relationships among members.
- Offer cause-related fun socials or happy hour meet and greet.
- Schedule hands-on projects — possibly a seasonal craft — and ensure everyone gets the memo! Current members need to be excited about new projects — remember, enthusiasm is contagious!
- Plan a meeting in an open space (around a local food truck) or outside picnic and include a Done in a Day Project. This atmosphere will also be conducive for recruitment!
- Plan monthly field trips to volunteer, learn, or just have fun —bonus points for trips related to Community Service Programs.
- Ask former members to help with a project — make them feel needed by explaining that you’re going to be short-handed for that project! This works exceptionally well if that project was something they spearheaded when they were members!
- Ask each member to write down their all-time favorite project and then challenge them to call a former member asking them to share their favorite. Using your newsletter or a social media site, highlight a couple of these projects with the member’s photo.
- Choose new and exciting topics for programs meetings - having programs make a difference to many.
- Change seating at meetings to mix up groups to be more inviting for “getting to know you” sessions. Learn about each member - hold a personal scavenger hunt as a social time at a meeting.
- Designate members to make a personal phone call to let absent members know they were missed. Bring back the phone tree or dialing divas!
- Send a personal card or text to current members to say we miss you. Offer to pick them up for the next meeting. Provide rides to older/disabled members.
- Insert your upcoming club activity schedule or information on a new project in a handwritten card and send it to former members, encouraging them to rejoin the activities! Look through old yearbooks to find former members.
- Start each meeting with an icebreaker.
- Designate a committee (but allow input from all members) to reassess the community’s needs.
- Host a Friendsgiving potluck and play games.
- Adapt to the changing lifestyles of members and the changing needs of your community.
- Host a reunion for past members or a Revival Tea. Initiate a “welcome back” program, possibly a dinner or event.
- Use new technology and do hybrid club meetings to make it easy and safe for everyone to stay connected. If necessary, alternate days and times of meetings.
- Show an interest in each member/create a "buddy"



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system for those not so involved, purposely engage a new member at an event. Ask the member to do something specific / each member should have a job.

- At club meetings, break into small group sessions to get everyone involved. Plan a meeting with different members presenting project ideas.
- Ask each member to bring a non-member - give a gift to non-members.
- Keep a monthly newsletter to remind them what is happening/utilize new technology to communicate/phone campaign.
- Make sure everyone has an elevator speech ready for "what does your club do?"
- Mentor new members. Remember that capable and knowledgeable mentors still need to be equipped with guidelines.
- Change the name of "Committee" to "Team" to make it seem more fun!
- Celebrate club anniversary and invite past members.
- Give sincere compliments and recognize members for what they do; show with a small gift.
- Survey members to develop new projects and revitalize old projects with a contemporary twist / ask what changes should be adopted.
- Remind members CSP's have been redefined and offer a more comprehensive range of activities
- Find out why a member left the club. Ask to return now that they are rested and rejuvenated with time to share.
- Evaluate your meetings to ensure they are not wasting members' precious time. Have meet and greets before the actual meeting.
- Mail club minutes to members (or former members) in care facilities, even consider holding a meeting at that location.

So how do we get them to stay? Looking for ways to increase retention of both new and seasoned members?

- A well-informed member is more likely to "buy in." Offer a New Member Orientation (available in the Member Portal) to the club, state federation, and GFWC. Use this time to explain the agenda and what the acronyms mean — take advantage of these great resources provided in the Member Portal located in the Digital Library. Take time to explain the history of GFWC and our Affiliates. Provide a handout with club history and bylaws. Member orientation is a must and should be offered often.
- Encourage attendance at District, State, Regional, and GFWC meetings.
- Member appreciation events and ceremonies, i.e., pinning ceremonies, initiation or induction of new members, awards, interviews, and spotlights on social media, aid in retention. Members who feel valued and appreciated stay. ANY kind of recognition is good! Make donations recognizing longstanding members and new members. Why not create a "We Couldn't do it Without You Award" or an "Above and Beyond Award" and give often! Create other fun awards to give.
- Give everyone a job — make them feel helpful to have a purpose in the club. If available, refer to Member Application for interests. If unavailable, survey membership to learn interests, talents, passions, and strengths. Stay relevant using yearly reevaluations of members' interests and community needs. Pick projects that matter to your members. Listen! Listen! Listen!
- Make sure all members know what's going on with the club. Provide the date, time, and place of the next meeting or event - BEFORE adjourning each meeting. Distribute this information immediately following the meeting through GroupMe, email, or your private-facing social media group.
- Use multiple forms of communication to keep members engaged.
- Streamline meetings. Have a greeter at each meeting. Start and end on time. Consider having meetings at restaurants - no stress for anyone. Then keep the discussions short and fun! Include varied guest speakers,

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perhaps recipients of past fundraisers, and offer a quick and easy project to complete during the meeting to feel accomplished!

- Offer optional social time and activities outside the regular meetings. Keep things fun with hands-on projects and field trips! Keep it exciting and fresh and encourage members to embrace change.
- Create a service project that engages all members. Survey the club to determine their interests.
- Tell another member, "I really want to work with you on _____!"
- Keep in touch between meetings with phone calls, cards, emails, and newsletters. Staying connected encourages attendance. Appoint a courtesy/social team to send birthday cards, get well cards, etc.
- Be friendly and keep the positive energy going! Reach out to a member you have not seen in a few months. Offer to pick them up, making an extra effort to welcome them back! Encourage carpooling among all members. This eases the burden for members who cannot get to meetings or events independently.
- New members have ideas, and longstanding members need to be heard as well. Ask for input - and validate the suggestions. new member project creates sisterhood among all new members and encourages leadership
- Encourage friendship and comradery among members with a secret pal program, possibly a Big Sister/Little Sister mentoring program.
- Celebrate achievements, birthdays, and milestones.
- Ask each member to create a Brag Bag with stuff about them in it. Pick different members to share at each meeting.
- Acknowledge members at meetings who participated in projects.
- Ask members what they want from being a member - establish something that a few are interested in - walking club, book club, etc.
- Share a write-up to introduce new members and their interests in the newsletter.
- A welcome picture taken and sent to the member in a card is a nice touch.
- Collaborate with other groups to help with a service project: scout troops, senior center, local vets.
- Create a sunshine basket with goodies, share at a meeting that member fills for the next meeting to pass on.
- Form teams for projects.
- Have a social event.
- Ensure new members get a club directory that includes programs, events, fundraising, contact information, and donations.
- Utilize members' strengths.
- Recognize GFWC Anniversaries.
- Retire old projects. Bury them in a time capsule!
- Give recognition to the club's achievements in newsletters and local newspapers.
- Engage members from the beginning in projects, listen to new ideas, give them responsibility.
- Follow up with members and see if they have questions or need help.
- Contact after meeting - why aren't they coming back - follow through - Sunshine Committee!
- Make sure every member has a say, and every member is heard.
- If you offer help to members, be prepared to give it!
- Practice inclusion. Invite all members to work on all projects but don't throw new members into the fire.
- Ask longstanding members for their opinions. Ask for new ideas from both new and established members.
- Use membership PowerPoint from GFWC at meetings and website.
- Coffee/teatime once a month w/President/Officers, where members can ask questions or suggestions from others "where to go from here" with ideas.

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- Encourage members to do what they can, when they can - don't make them feel guilty if they can't do as much as others.
- Be flexible about dates and times for meetings (smaller clubs).
- Recognize long-standing members and use them as trainers, to give orientations, conduct workshops at club and district meetings or through webinars.
- Recruit members in newer communities (physical and virtual)/ recruit members at least ten years younger than the average in your club.

Looking for suggestions on how to prepare incoming leaders?

- Every club should have a policy manual and a description of every job. Make sharing them easier by adding all documents in digital format to communicate to all members. Make things accessible using Google Docs or Microsoft Word. Give the tools incoming leaders need to succeed.
- Establish a mentoring program. Appoint "Team Coaches" or "Co-Chairs" to assist incoming leaders.
- Have incoming leaders shadow the current leader for a few months to understand the job better. Incoming leaders need to know their job and how to do it and know who to reach out to for help.
- Please encourage them to attend state, region, or national workshops, especially LEADS programs.
- Fill all board positions; consider this a learning time for future leaders. Delegate (don't do it all yourself) so that incoming leaders feel confident! Remember, all opinions are encouraged and valued.
- Make a video of all past presidents to provide some history and advice and encouragement and support. Host a Past Presidents Roundtable to help Incoming President.
- Assure them that it's not as difficult as it seems.
- Allow them to do things their way, staying within the bylaws, putting a personal spin on their leadership and ideas.
- Make sure upcoming leaders understand club history - and the GFWC organization. Educate on bylaws, standing rules, parliamentary procedure, and protocol.
- Encourage new leaders to try many committees to understand the club better. Move through all positions — experience is essential.
- Current leaders need to be available to help in any way. Consider having Co-Chairs or Co-Club Presidents — one experienced member and one new member, making sure to keep the line of communication open and gradually increasing the responsibilities of the new member.
- Ensure they know how to access the tools and materials provided through the GFWC MemberPortal.
- Make a President's Book to pass down. Pass on all information from outgoing leaders. Don't assume the incoming leaders know everything.
- Make sure you cultivate an atmosphere that is comfortable to ask questions. Be willing to answer questions and be honest if you do not know the answer; just make sure to ask another leader.
- Give realistic job descriptions. List expectations.
- Hold summer workshops to prepare new officers for their positions.
- Always be open to new ideas. Don't be critical of change.
- Develop "officer training" workshops and schedule regular meetings between the President and VP to assure the VP "moves up" confidently.
- Use board meetings as a training ground, if the 1st Vice President conducts the board meeting, they will be prepared to lead the general meeting.
- **Encourage LEADS and utilize LEADS graduates.**

ICYMI!

One of the most incredible benefits of belonging to GFWC is lifelong learning! Here's a recap of what we learned in the GFWC Advancements and Programs Forum this past year. And in case you missed it — it is always available for viewing at your convenience!

We started the year learning about STEM for Special Needs Children featuring Tina Neese, GFWC Education and Libraries Chairman.

In February, Let's Talk Health and Wellness for Heart Month featured Beth Smith, GFWC Health and Wellness Chairman.

PLUS Let's Talk Membership on Creating a Membership Orientation PowerPoint instructed by Jen Nowak, GFWC Membership Committee Member.

As part of our Teach It Tuesday Series, the Forum Admins — Karyn, Shannon, and Becky —your GFWC Communications and Public Relations Chairman, Leadership Chairman, and Membership Chairman, introduced members to StreamYard Platform!

The Teach It Tuesday in April, Navigating the GFWC MemberPortal, led by GFWC Leadership Chairman Shannon Bailey.

June was double the fun with two Teach It Tuesdays!

First up, Karyn Charvat, GFWC Communications & PR Chairman, expanded our knowledge further on the Benefits of Cloud Storage and Google Docs.

Next, Becky Wright, GFWC Membership Chairman, introduced members to club management tools in the Teach It Tuesday App Review: Track It Forward and GroupMe.

Our Teach It Tuesday for July featured Shannon Bailey, GFWC Leadership Chairman — Beyond the Brady Bunch Grid: Zoom Rooms and How to Utilize Them Effectively took us to the next level for remote club meetings.

Thank you for allowing us to stay connected using this Facebook Forum! We definitely stretched ourselves to discover new tools, and we were delighted to share everything with you through our Let's Talk and Teach It Tuesday Series.

We had a fantastic 2021 of learning! And there is undoubtedly more ahead!

