



# MEMBERSHIP

## ADVANCEMENT GUIDE

 Visit [www.GFWC.org/membership/club-manual/](http://www.GFWC.org/membership/club-manual/) for updates and more information.

# UNITY IN DIVERSITY

The General Federation of Women’s Clubs is proudly represented in thousands of communities around the world by dedicated volunteers working to better the lives of our neighbors, make towns safer and more beautiful, and extend the hand of friendship to individuals near and far. We are individuals of diverse talents, interests, and backgrounds united by a dedication to community improvement through volunteer service.

GFWC is a network of support for the over 80,000 clubwomen volunteering on local, state, and national levels. Working together, we constitute a powerful, service-oriented organization that provides personal enrichment, leadership opportunities, and many other benefits to its members. GFWC provides the resources and support to help you and your club better serve your community.

The General Federation of Women’s Clubs unites the best and brightest of today’s women into a strong coalition that promotes community improvement through volunteer service. The many benefits of belonging to GFWC include:

- **STRENGTH IN UNITY.** GFWC members gain a stronger voice in shaping public issues through the combined efforts of women serving at the club, district, state, region, and national levels.
- **SUPPORT AND ENCOURAGEMENT.** GFWC offers members a network of women with similar interests and concerns. Fun, fellowship, and lasting friendships are a big part of the GFWC experience.
- **LEADERSHIP TRAINING AND PROFESSIONAL DEVELOPMENT.** Knowledge and experience gained through GFWC volunteer training and community service can help open career doors, enhance a resume, obtain academic credit, or build a new business.
- **A VARIED VOLUNTEER MENU.** GFWC offers many national resources to help clubs plan and create community service projects in the diverse areas of Arts, Education, Conservation, Home Life, International Outreach, and Public Issues. GFWC also supports special programs that raise consciousness about domestic violence awareness and prevention and advocates for children.
- **2018-2020 INITIATIVE** - In 1994 Martin Luther King Jr. Day in January was declared a National Day of Service. Each and every club in GFWC is asked to do a service project on that day. It may be in any area, any type of project. **OUR GOAL IS 1,000 CLUBS PARTICIPATING.**



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- **HEALTH AND HAPPINESS.** Studies show the personal satisfaction that comes from making a positive difference in their communities helps volunteers to live longer, function better, and have lower rates of depression.

## MARKETING GFWC MEMBERSHIP

The more you TELL, the more you SELL, so tell the benefits of GFWC membership whenever you can. Assure a prospective member that her experience will be rewarding, challenging, and stimulating. Bring GFWC and club promotional materials to all projects and events. Promote membership by wearing GFWC emblematic apparel, pins, and buttons.

### DEVELOP AN “ELEVATOR SPEECH”

An “elevator speech” is a brief personal statement about something that is meaningful to you, which can be presented in about 30 seconds—the length of the average elevator ride. Chance encounters at grocery stores, coffee shops, community events, and social gatherings are often great opportunities to share your enthusiasm for GFWC with a potential member. But you have to be prepared. Even if you have more time, boiling down your passion for GFWC to just a sentence or two is a great way to think about the value of your membership.

#### SAMPLE ELEVATOR SPEECHES:

*I am a member of the General Federation of Women’s Clubs, one of the largest women’s volunteer organizations in the world. We are committed to the betterment of our communities through volunteerism and the empowerment of women. GFWC volunteers find joy in living and giving. Here, let me give you one of our cards.*

*GFWC is the General Federation of Women’s Clubs, one of the oldest volunteer women’s organizations in the world dedicated to service in our communities, state, nationally, and internationally. Our motto is “Unity in Diversity.” We do what needs to be done in our communities. Our national emphasis is Domestic Violence Awareness and Prevention. Would you like to learn more? Here is an informational GFWC tri-fold and my card. May I have your card? I will contact you with information on our next event.*

*Thanks for asking about my GFWC pin. We are a service organization of women who serve our communities. I have a tri-fold about GFWC, the General Federation of Women’s Clubs, I’d like to share with you. You can also go to [www.GFWC.org](http://www.GFWC.org) for more information. Have a great day!*

*This is GFWC—the General Federation of Women’s Clubs. We are one of the world’s largest non-profit volunteer organizations for women who work to improve communities. Would you be interested in joining us?  
 [Then hand them the GFWC tri-fold with contact information*



## PROMOTE THE VALUE OF GFWC

Do you realize that your annual GFWC membership dues are just \$15 a year? Many people spend that much for coffee in a week! Your dues provide you with:

*GFWC Club Manual* contains resources and project ideas for local GFWC clubs, including:

- GFWC Advancement Guides contain information and resources for successful projects in the areas of Communications and Public Relations, Fundraising and Development, Leadership, Legislation/Public Policy, Membership, and the Women’s History and Resource Center.
- Community Service Programs offer tools for developing and executing action plans to create amazing and effective club projects in Arts, Conservation, Education, Home Life, International Outreach, and Public Issues; and our two special focus areas—GFWC Signature Program: Domestic Violence Awareness and Prevention and the Juniors’ Special Program: Advocates for Children.
- Awards, Contests, and Grants provide recognition and/or monetary gifts to GFWC members, clubs, and State Federations.

GFWC Communication Tools offer up-to-date information to keep members and clubs informed and connected:

- GFWC’s website ([www.GFWC.org](http://www.GFWC.org)) is our cornerstone communications resource that provides timely information for GFWC news and information.
- *GFWC Clubwoman Magazine*, our quarterly glossy magazine.
- Get the latest GFWC information delivered straight to your inbox with *News & Notes*, GFWC’s weekly e-newsletter. Read about the latest happenings, special offers, GFWC Marketplace sales, event teasers, GFWC clubs featured in the news, and much more!
- “Like” GFWC on Facebook to join in the conversation—find the latest updates, photos, events and more right in your News Feed.
- Share your GFWC stories, connect with fellow members, and participate for special prizes and offers. Go to [www.Facebook.com/GFWCMembers](http://www.Facebook.com/GFWCMembers) to get started. For up-to-the-minute updates on Federation activities, follow @GFWCHQ on Twitter ([www.Twitter.com](http://www.Twitter.com)). You’ll see important ideas and opportunities from GFWC Partners and learn what’s going on at Headquarters before anyone else.

*or give them your business card with your elevator speech on the back.]*

## RETENTION

We need to go out and rebuild and strengthen our core group of members, remembering you cannot go out and recruit new players to a faltering team, right? Many clubs start up again in August/September - start the new club year off right by distributing member surveys - ask THEM what they liked/disliked over the past year. Ask the club officers to give a list of their "Wells & Betters" (what they thought the club did well over the past year and what they thought the club could do better). When you are honest with yourselves on your weaknesses, you can focus on your strengths and come back with a renewed sense of purpose and focus.

## ENGAGE YOUR MEMBERS

A stable core of experienced members is the backbone of your club. New members can lean on and learn from members who have 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, and provide varied opportunities for them to exercise their talents and abilities. Encouraging involvement not only capitalizes on members' creativity and skills but also increases their commitment and allegiance. Members need to feel at home and have a continuing reason to belong. Consider subsidizing a trip to a convention or conference by raffles or fundraisers that would produce the revenue to offset the cost.

Engage a liaison in the schools, preferably a teacher. The liaison would coordinate and oversee the Juniette meetings, activities, and projects, and ideally also be a member of the sponsoring Woman's Club. Find ways to use the talents of ALL members and engage every member in club projects to avoid conflict. Ask for and try to implement member suggestions to help keep your club happy, strong, and growing.

## SUGGESTIONS FOR ENGAGING MEMBERS

Each club and community is unique. Adopt or adapt the suggestions below to help revitalize and engage your members.

- Encourage member input through a suggestion box, formal interviews and surveys, or by

- Download the GFWC app to your smartphone to have all things GFWC at your fingertips no matter where you go.
- Follow our GFWC Blog that is updated weekly with the latest news and ideas.



## PROMOTE THE VALUE OF GFWC

GFWC Member Center, at [www.GFWC.org/Membership](http://www.GFWC.org/Membership), contains resources to help members and clubs reap the rewards of GFWC's dynamic network of community volunteers, including:

- Electronic newsletters from GFWC Committee Chairmen with expert suggestions for getting the most out of all aspects of club work.
- Successful club program, project, fundraising, and "Benefits of Belonging" templates that can easily be used as models for adoption and adaptation by GFWC clubs across the nation and around the world.
- Educational and inspirational workshops, webinars, and discussion forums to help enhance and enrich your club's community development efforts.

GFWC Women's History Resource Center provides GFWC members access to GFWC Headquarters and the GFWC archives through tours, exhibits, publications, and interactive history timeline on the GFWC website at [www.GFWC.org/what-we-do/whrc](http://www.GFWC.org/what-we-do/whrc). The GFWC WHRC also publishes a quarterly newsletter that all members can subscribe to via the GFWC website. GFWC Affinity Programs offer a variety of member benefits and discounts, including travel and tour opportunities, club liability and D & O insurance, a GFWC affinity credit card, and online shopping through Amazon.com. For more details and up-to-date benefits visit [www.GFWC.org/Membership](http://www.GFWC.org/Membership). Add benefits and rewards to this list that are specific to your club. Encourage members to share their own stories about how membership in the club and in GFWC has been valuable to them. Personal anecdotes are a great way to effectively communicate the benefits of belonging to GFWC.



## SUBSCRIBE

You can subscribe to *GFWC Clubwoman Magazine* using the subscription form online at [www.GFWC.org/news-publications/clubwoman-magazine/](http://www.GFWC.org/news-publications/clubwoman-magazine/) or by contacting GFWC Headquarters at 1-800-443-GFWC (4392). Sign up for your complimentary subscription to *News & Notes* at [www.GFWC.org](http://www.GFWC.org).

just striking up an informal conversation at a club meeting.

- Establish and maintain an effective system of communicating with your members.
  - Institute a telephone tree or email list to remind members of regular meetings or alert them to special events.
  - Create a club newsletter, including a Club President's message; district, state, region and/or GFWC news; your club's community service program activities and results; upcoming club events; club, state, and/or GFWC historical information; member highlights, such as birthdays, member profiles, sunshine reports; local or national public policy issues; and 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 learn. Club leaders should stress that all members are welcome to attend any meetings held by GFWC.
- Keep club projects fresh, relevant, and interesting to the entire membership. If a project is past its time then bury it!
- Initiate brainstorming sessions to give all members a voice in club activities and foster a sense of ownership.
- Clubs can identify who their members are, why they joined the club, and if the club is fulfilling their desires through a survey. Through the years, the reasons why a member remains a member may change based on where they are in their life.
- **Refer to the "How to Retain GFWC Club Members" Guide.**

## **CONDUCT A GFWC FEDERATION REFRESHER**

Research shows a positive program of continuing education on the benefits of belonging to GFWC can help increase a club's overall retention rate. This education process or "Federation Refresher" is essential for instilling a sense of pride and purpose in both new and seasoned members. 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 members informed and connected. Include, as a part of this refresher course, why our motto is Unity in Diversity and why it is as important today as it was when it was adopted at the first GFWC Convention.

### TIPS FOR HELPING MEMBERS STAY CONNECTED TO GFWC

- Encourage all club members to subscribe to *GFWC Clubwoman Magazine*, which is mailed to subscribers four times per year; and *News & Notes*, a free, weekly electronic newsletter that offers 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/Membership](http://www.GFWC.org/Membership). For your complimentary subscription to *News & Notes*, sign-up at [www.GFWC.org](http://www.GFWC.org). Visit the GFWC Blog and download the GFWC App.
- 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. Set aside a time at each club meeting to discuss a section of the club manual.
- 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](http://www.GFWC.org/WHRC), where you can access information and images related to GFWC's history, including archival material, photographs, publications, art, and artifacts. Subscribe to the WHRC Quarterly Newsletter.
- Read and discuss the GFWC Resolutions and Bylaws, which are found online at [www.GFWC.org](http://www.GFWC.org). Resolutions and Bylaws that are up for review and to be voted on at the GFWC Annual Convention are printed in the *Call to Convention*.
- Encourage attendance at district, state, region, and national GFWC events so that members realize the importance of their involvement in a national organization. These meetings are open to all members and truly show the overall influence GFWC has on our world.
- Develop programs that incorporate fun GFWC, state, or club facts; and Federation quizzes, puzzles or games based on board games or TV game shows. Have a "Dear Jenny June" box where members can submit questions they may have about GFWC.

- Invite a state or district leader to speak at a club meeting, building the meeting's theme around her area of expertise.
- Celebrate GFWC Federation Day on April 24 by organizing and conducting a visible community service project. Be sure to wear GFWC emblematic apparel! Wear **RED** so community members will learn to associate the **RED** with a GFWC event.
- Send a request to your mayor or governor to proclaim GFWC Federation Day or your club's federation date as GFWC (Your Club's Name) Day. Highlight the important contributions and community service that GFWC makes on the national, state, and local levels.
- Invite a local news reporter to your club's major community service events. Be prepared to share interesting stories and facts about your club's impact to the community.
- Utilize the GFWC Press Release Template to publicize your club's activities.
- Ask your local town if you can insert a flyer in the Water Bill sharing information about your club and that all are welcome!



### **START RETAINING MEMBERS 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, you encourage loyalty and commitment to the club's service program and GFWC's mission. At the end of a new member's first year, let them know how much you appreciate their being in the club. Build on that by asking had the club met their expectations, what had they enjoyed most about being in the club, and what would they like to see added or changed?

## **WELCOMING AND MENTORING NEW MEMBERS**

### **APPOINT 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 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
- Using the "How to Build a NEW GFWC Club" booklet

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. Go to [www.GFWC.org/Membership/marketplace/](http://www.GFWC.org/Membership/marketplace/) to purchase the *GFWC Ceremonies Guide* and GFWC member pins.
- Encourage a class of new members to conduct their own service project with an experienced member to provide guidance.
- Find out what skills, talents, and abilities each new member has and is willing to share (e.g. parliamentary procedure skills, computer skills, artistic talents, etc.).
- Following a successful recruitment time, you should have several new members. Make sure you are teaching them all about your club and about GFWC. Host new member orientations during this quarter,

assign Big Sis/Little Sis or Mentors to New Members and be sure to involve them at each meeting so they become more comfortable with the organization.

### SUGGESTED GROUP ACTIVITY FOR ACQUAINTING MEMBERS WITH YOUR CLUB AND GFWC

To retain members, everyone must be excited about the club. Pairing experienced and new members to meet and share ideas and expectations is one way to accomplish this task. Listed below are three sample questions, 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 made up of equal numbers 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?
4. What has being a GFWC member brought to your life?

#### **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 new members.

Another idea would be to hold a Valentine/Speed Dating Theme program where new and potential members rotate through eight (8) different stations (dates). The stations would be the various CSP and Advancement Areas offered through GFWC.

### MENTORING NEW MEMBERS

Mentoring is an effective way to promote new members' involvement. 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 members who are interested in serving as an 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 club activities.
- A willingness to hold a GFWC Refresher before the club year begins to highlight any changes for new members.
- 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 established 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 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 Service Programs and suggesting a committee assignment compatible with her interests.
- Ensuring the new member understands all club rules, including but not limited to membership dues, attendance requirements, and committee/project requirements.
- Informing the new member about club, district, state, region, and national meetings and events held throughout the year and attending them with her, if possible.

## **ENCOURAGE FLEXIBILITY IN YOUR CLUB**

There is one thing we know there is just too little of—time. One of the most common reasons why a member leaves a club is lack of time. Respect your members' time and they are more likely to make GFWC a permanent fixture in their lives.

- 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 members and schedule meetings that accommodate as many members as possible/or offer a "Morning Club and an "After Dark" Club.
- Email 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 the right time frame 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.
- Create a group called "Morning Moms" that meets in the morning after they have dropped off their kids for school!



### **MAKE IT EASY TO RENEW**

When it comes to paying club dues, make it as easy as possible for your members. Make sure they know when member dues are owed, how much they are, and provide a breakdown of annual dues (i.e., GFWC dues are \$15 per person; add your state, district (if applicable) and club dues).

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 to determine if a payment plan may be worked out. Clubs should also consider a fund for such purposes.

Remember rules, regulations, requirements, and traditions are not set in stone. Parliamentary procedure outlines a set of rules to assist a club in best practices, but those rules are not meant to stifle the fun and enthusiasm in 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.



Also review the obligations required from 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?

**MEMBERSHIP**

**“That whatever our personal opinions are, whatever you think of the question, we are to think first of the LIFE of the General Federation; because in it is the great thought of fellowship and fraternity among women that is to bring us closer and closer to the millennium.”**  
**- Jane Cunningham Croly**

**“The BEAUTY of GFWC lies in the DIVERSITY of its MEMBERS. ”**

**RECOGNIZING AND REWARDING MEMBERS**

Members are more 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 have your efforts appreciated. Positive words mean a lot. Honor and celebrate your membership! Plan an anniversary party in honor of your charter date. Celebrate your oldest and newest members. Host an awards ceremony and award members with such honorary titles as Held the Most State Offices/District Offices, Queen of All Things Fundraising, etc. Make them feel special and appreciated.

THANK YOU TUESDAY - GFWC members should be mindful of the benefits they have received from belonging to GFWC and the work of others in the organization. Each Tuesday, ask members to write in a journal something that they are thankful for that is due to their GFWC membership; or write a congratulatory note to a member who just chaired a successful project; or a note saying “Great Idea” to a member who just announced a new project; or call and give encouragement to a member who needs a boost. If your club meets on a Tuesday, you could pass a flashlight and each member lets it shine as she tells what she is thankful for; or on your club birthday have members buy candles for things for which they are thankful. Many people and experiences would not be part of our life except for GFWC. Be thankful you belong and pass it on to others.

Honor and celebrate your membership! Plan an anniversary party in honor of your charter date. Celebrate your oldest and newest members. Host an awards ceremony and award members with such honorary titles as Held the Most State Offices/District Offices, Queen of All Things Fundraising, etc. Make them feel special and appreciated.

**RECOGNIZE YEARS OF MEMBERSHIP**

Celebrate members’ GFWC service with a variety of GFWC membership pins.

- GFWC Gold Pins are awarded to 50-year GFWC members. The member’s club president requests the Gold Pin, which is free of charge, by filling out the request form that is available at [www.GFWC.org](http://www.GFWC.org). If state and district leaders would like to recognize these long-term members at state or district meetings, they may request information about recent Gold Pin recipients in their area from the GFWC Membership Services staff at [GFWC@GFWC.org](mailto:GFWC@GFWC.org).
- GFWC Silver Pins, which recognize 25-year members, may be purchased directly through the GFWC Marketplace at [www.GFWC.org/membership/marketplace](http://www.GFWC.org/membership/marketplace).
- GFWC Five-year, Ten-year, 15-year, 20-year, 30-year and 40-year Pins are available for purchase directly through the GFWC Marketplace and Award Certificates are suggested.
- Go the extra mile to let your members know how thankful you are that they chose GFWC to volunteer with when there are thousands of other organizations they could have given their time to...you can never say “thank you” enough.

**CELEBRATE CLUB ANNIVERSARIES**

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



GFWC acknowledges and celebrates milestone club anniversaries with a certificate, letter from the GFWC International President, and recognition in *GFWC Clubwoman Magazine*. According to GFWC's bylaws, 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 a club that is 130 years old.)

To request recognition of your club's milestone anniversary, please contact **GFWC@GFWC.org** or mail your request to GFWC Membership Services, 1734 N Street NW, Washington, D.C. 20036 ATTN: Anniversaries. Please allow at least three weeks to receive and process your certificate request. Your request must include:

- Complete official name of your club
- Anniversary year being celebrated (25, 50, 60, 70, and every five years thereafter)
- Date (year and month, if possible) when your club became federated as part of GFWC
- Date of your club's anniversary celebration; i.e., what date should appear on the congratulatory letter and certificate?
- Name and address of current club president
- Name and address where certificate and letter should be sent if different from club president
- Club's requested deadline for receiving the anniversary certificate

#### FACILITATE TRANSFERS TO KEEP MEMBERS IN GFWC

If one of your loyal members has to leave your community and club, help her remain part of the GFWC family. Often, when a member moves to a new town, state, or region, she has difficulty 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.



Your State Federation Membership Chairman can help provide guidance on clubs in your state, or you can contact GFWC for advice at **GFWC@GFWC.org** or 1-800-443-GFWC (4392).

## RECRUITING MEMBERS

Communities across the country and around the globe benefit from the work of GFWC club members every day. One of the most vital goals we have is to ensure this noble tradition continues into the future. New members can be found everywhere we go - the key is to share GFWC with all of them.

During your recruiting season host events, invite prospects to your meetings, ask members to each bring a friend, focusing on bringing in women from different groups within your community. Make a game of it! Reward members for bringing in new members. For example, every member who brings a guest to the November meeting will receive one raffle ticket for a special drawing at the December meeting. If the guest signs up to be a member, the current member receives 5 tickets for the December drawing. Make sure you have something really special as a gift - something everyone in the club will want - perhaps a gift card to the outlet mall or a popular restaurant in town. Or perhaps you'll raffle off tickets to a highly anticipated concert or event. Or a night at your state convention paid! Regardless, make sure all members who bring in new members are recognized annually for their recruitment efforts.

Recruitment is like planting a tree from a seed. The seed demonstrates that we are all grafted from many diverse backgrounds. Neighbors, friends, co-workers, and family all deserve the chance to be a part of GFWC, because GFWC has, does, and will continue to change lives for the better. It is important 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 volunteers and programs. It is vital to our success in recruiting members that GFWC be recognized in all communities across the country and beyond.

Recruiting, welcoming, and incorporating new members into your club must involve everyone. Member recruitment is an ongoing process that requires the focus and commitment of all 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. Recruitment must have the full support of every club member and viewed as a responsibility of all to increase their clubs membership. Refer to the "How to Recruit New GFWC Members" booklet.

### 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](http://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 that may interest her.

**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. Follow-up with a phone call or email. 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.

Reach out and visit with various ethnic background groups in your community such as Native Americans, Hispanics, African-Americans or Asians as well as many others. Share with them about GFWC and how you could work together for the betterment of your community and then invite them to your club meeting. A new way of finding members is visiting an online service such as "MeetUp." This is a great way to share information about your club and especially to recruit for special events. Or visit "DoSomething.org" which is a global movement for good that targets young people. You could incorporate one of their projects such as a blue jean drive for a local high school - this gives a benefit to the school for students in need and it gets your foot in the door to establish a GFWC Juniorette Club.

**ADDITIONALLY,** identify other non-profits with the same values and similar missions as your club and GFWC within your community. Host a forum with these groups to share information so you can see where you are similar and then develop a project that can be promoted by both organizations. Example organizations would be with a local Rotary Club or local Civitans Club where you could partner up and build an awareness campaign for a common cause. Communities that have a strong non-profit sector are communities where organizations are not afraid to work together. Remember, "the whole is always greater than the sum of individual parts."

**WHILE TRAVELING:** 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.

**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 and collegiate clubs.

### GFWC JUNIORETTE MEMBERSHIP

This section is designed to encourage, inform, and assist those who are interested in organizing, sponsoring and joining a GFWC Juniorette club. The GFWC Juniorette membership category was introduced during the 1966-1968 administration of GFWC International President Carolyn Pearce (Florida). She stated: "I can think of no better means of assuring the continuity of Federation work and the influence for community good that we represent than by encouraging the formation of GFWC clubs for Juniorettes."

Mrs. Pearce stated that the purpose of a Juniorette club would be:

1. To contribute to a meaningful community life
2. To become aware of community problems and how they could be met
3. To learn the pleasures and rewards of working with a group

The GFWC Bylaws state that Juniorette clubs are comprised of young people in middle/junior and high school. However, the differences in interests, abilities, and maturity between 6th and 7th graders and high school

juniors or seniors suggest that, to be successful...A JUNIORETTE CLUB SHOULD BE ORGANIZED FOR EITHER MIDDLE/JUNIOR HIGH SCHOOL MEMBERS -OR- HIGH SCHOOL MEMBERS, BUT NOT BOTH!

So, You Want to Sponsor a Juniette Club!

Becoming involved with GFWC Juniettes requires a commitment on the part of the sponsor club, the club advisor, and the Juniette club members. The sponsoring club must be an active GFWC Woman's or Junior Club in good standing. Sponsor club members are required to accompany all Juniette club representatives to district, state, regional, and national GFWC meetings.

FINANCIAL OBLIGATIONS OF THE SPONSOR CLUB ARE OPTIONAL AND CAN INCLUDE:

- Helping Juniette club establish an annual budget.
- Assisting Juniette club in mechanics of establishing a club bank account.
- Providing "seed money" to help Juniette club get started on a project or program.
- Covering the cost of the Juniette club's liability insurance for the first few years. Juniette clubs are NOT automatically covered by the sponsoring club's policy, and should carry insurance.

SPONSOR CLUB:

- Accepts responsibility for ensuring the success of the Juniette Club
- Serves as a model of leadership, cooperation, and understanding
- Understands that homework and school activities come first
- Provides guidance and advice when asked
- Allows Juniette Club to assume and practice as much autonomy as possible
- Keeps lines of communication open

CLUB ADVISOR:

- Attends all Juniette meetings and activities
- Has familiarity with parliamentary procedure to help meetings run smoothly
- Is knowledgeable about GFWC and the State Federation
- Serves as a liaison between the sponsor club and the Juniette club
- Is flexible, reasonable, patient, and calm

How to get Started!

The age range of potential Juniette club members will determine where and how to recruit them. Potential members might be:



**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. 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, email 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 from [www.GFWC.org/Membership](http://www.GFWC.org/Membership) and order GFWC brochures and tri-folds from [www.GFWC.org/membership/marketplace](http://www.GFWC.org/membership/marketplace).
- 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 developed by the club.
- 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.

- Children or grandchildren of club members
- High school students with a community service requirement for graduation
- Young people responding to volunteer opportunities posted on the club website

Potential members might be recruited:

- Using social media
- Through a post in the school paper
- From referrals sent from GFWC Headquarters

Invite a core group of potential members to meet with the club advisor and one or two sponsor club members. At this meeting, explain GFWC history and the basic structure for the new club. Brainstorm ideas on how the new club could attract additional members. Encourage the girls in attendance to commit to each bringing at least one friend to the first meeting.

The Sponsoring GFWC Club is responsible for organizing the first meeting. If the first meeting is to be held in school, check with school administration regarding any requirements or restrictions.

- Select a neutral, easily accessible public facility for the meeting
- If meeting is held on a school night – adjourn early
- Invitation should be friendly and brief, but informative
- Add a “hook” that will appeal to potential members, such as “we need your help to” (mention potential project) or “let us help you graduate” (if community service required for graduation)
- Include a phone number and an email address to RSVP

#### The First Meeting

Keep the meeting short and simple – 90 minutes max. Have light refreshments available.

- Have all attendees sign in with their contact information
- Introductions and Icebreaker
- Brief overview of GFWC and intro of GFWC Sponsor Club
- Review program areas, giving examples of potential club projects
- Describe officer roles and duties and explain that nominations and elections will happen at the second meeting
- Explain dues structure -DUES: Per capita annual GFWC DUES for Juniores are \$10
- Describe voting rights and representation at all levels of Federation
- Leave time for Q&A



## **COMMIT TO FORMING NEW GFWC CLUBS**

A successful campaign to form a new GFWC club starts with a firm, focused commitment by club, district/region, and/or state leadership. GFWC members and officers at all levels 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, often 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. Utilize the “How to Build a NEW GFWC Club” booklet.

Teamwork is the key to success. Building a new GFWC club can be a long process, but it is definitely a rewarding one. Appoint a New Club Formation Team at the club, district, state, and/or region level, ensuring that the members of the team represent various geographic areas. Members of the team should be:

- Enthusiastic, motivated, knowledgeable, and positive about GFWC
- Willing to travel throughout the community, district, state, and/or region
- Comfortable speaking in public
- Ready to delegate and willing to accept delegated responsibilities
- Ensure that team members know state-specific membership information. Check your state yearbooks or websites to obtain:
  - \* State membership application forms or applicable state membership eligibility requirements for clubs
  - \* How the chartering process is accomplished
  - \* Financial details relevant to new 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)

- Ask for a motion indicating desire of group to move forward with establishing the club and set a meeting date, time, and place for second meeting
- Remind the girls to each bring a friend to the second meeting in an effort to build membership

#### The Second Meeting

At this meeting, the club will work on getting itself organized and will be introduced to the formal meeting structure of preparing an agenda and other procedural issues.

- Have name tags available and encourage the girls to sit with other girls they do not know
- Advisor opens the meeting by welcoming returning and first-time attendees
- Agendas are distributed that have the Juniorette Pledge printed on them
- Advisor reviews officer roles and duties as well as parliamentary procedure for nominating and electing officers
- Advisor leads girls in officer elections
- Decide on a club name
- Set a permanent meeting date, time, and place for meetings
- Ask for a motion indicating desire of group to adjourn

#### The Third Meeting

With this third meeting, the new officers will take over the meetings, with the Advisor helping and providing advice.

- The Advisor may wish to hold a formal officer installation to open the meeting
- The new Juniorette President then takes over meeting with welcome
- Group recites Juniorette Pledge
- New members and guests are introduced
- Bylaws are presented
- Discuss Bylaws
- Adopt Bylaws by majority vote
- Collect dues
- The club Advisor and Treasurer should open a bank account, separate from the sponsor club. \*Be aware of your bank's age restrictions on opening an account.
- Survey the interests and abilities of members
- Brainstorm activities members are interested in pursuing
- Narrow down suggestions to three or four possibilities and VOTE!
- President asks for (or appoints) volunteers to form a committee to start organizing the first project
- President asks for (or appoints) a Communications Committee
- Committee will contact members to remind them of next meeting
- End meeting with refreshments/social time

The Juniorette club now becomes a member of its State Federation. It is the responsibility of the State Federation to forward the dues payment and Juniorette club information to GFWC as soon as the club joins the State Federation.

When the Juniorette club information, including dues, is received at GFWC; the Juniorette club:

- Becomes a member of GFWC
- Is entered into the GFWC database
- Receives the GFWC New Club Packet, which includes a certificate of membership, letter of welcome from the GFWC International President, the GFWC Club Manual, subscription forms, brochures, the latest issue of *GFWC Clubwoman Magazine*, and "Juniorettes Step Up" button.
- Receives a complimentary subscription to *GFWC Clubwoman Magazine*, which is mailed to the club president, to share with club members
- Receives all mailings sent to GFWC clubs
- Is encouraged to subscribe to "News & Notes"
- Receives voting credentials for the GFWC Annual Convention
- For additional information on starting a GFWC Juniorette Club, please contact:

**Karyn M. Charvat, Juniorette Chairman**  
**GFWC Great Lakes- GFWC IL**  
**karyncharvat@comcast.net**  
**(815) 814-5209**

In addition to personal contacts, there are many other ways to increase your recruiting effectiveness. You can market club membership all over town. Unleash your imagination. Through 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, libraries, chambers 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.

### REFERRALS FROM HEADQUARTERS

The GFWC website ([www.GFWC.org](http://www.GFWC.org)) is often visited by women interested in joining a volunteer community service organization. Usually contact is made by email and is received by the GFWC Membership Services Department. Contact information for potential new members is sent from GFWC to the respective State 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 an interested member at GFWC Headquarters, an email is immediately sent to her, and her original email is forwarded to her respective State Membership Chairman and State President.
2. The State Membership Chairman (or Junior Membership Chairman, if appropriate) contacts the local club president 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 member, don't let this promising lead slip away. A quick phone call or email is all it takes to acknowledge her interest and invite her to join your club.

### **PUBLICIZE YOUR CLUB**

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 garnering attention from the media, it is actually much more than that. Public relations is the ongoing process by which a favorable image is created and projected to many 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. Use social media to invite prospective members to join fellow clubwomen across the country on GFWC's Facebook page at [www.Facebook.com/GFWCMembers](http://www.Facebook.com/GFWCMembers).

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 Director of Communications at GFWC Headquarters also can provide assistance.

### **PLAN AND EXECUTE 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.
- New recruits that see immediate impact of a project are more likely to return and join. Post photos on your social media of the actual event and the project's impact. This will peak their interest further in your club.
- In honor of National Library Week in April, think about sponsoring a Discovery Room, containing learning tools such as puzzles, books, blocks, etc., for preschool aged children to explore and discover new

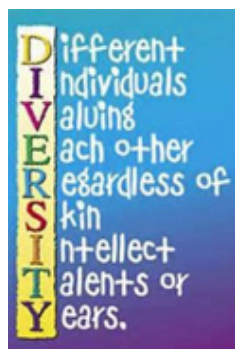
knowledge. Don't forget to include club information and fun activities for their mothers.

Research shows clubs 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, Conservation, Education, Home Life, International Outreach, and Public Issues, as well as in special program areas: GFWC Signature Program: Domestic Violence Awareness and Prevention and Juniors' Special Program: Advocates for Children.

**Utilize the "How to Recruit New GFWC Members" booklet for more ideas.**

## **PARTICIPATE IN GFWC'S "UNITED BY DIVERSITY" RECRUITMENT CAMPAIGN**

Recruitment is a year-round process, and the campaigns and reporting of new members reflect this fact. A club that recruits three new members during each season will end the year with 12 new members! Clubs may plan creative membership recruitment campaigns and events around the many national awareness issues that are aligned with GFWC Community Service Programs, special programs, and commemoration days and months. The possibilities are endless when we look to DIVERSITY for guidance.



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

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 and circles from GFWC Headquarters. Questions about GFWC Star Recruitment Pins and Circles should be directed to your State Membership Chairman. Clubs should maintain accurate recruiting records that can be passed from one administration to the next.

### SET GOALS FOR GROWTH

**Look to increase your clubs membership by 20% by 2020.**

Retention is critical to building GFWC. Set a goal to thank and ask our committed members to help increase our GFWC sisters.

Everyone should have a goal.

- Individual members should set a goal to invite at least one prospective member to a meeting.
- Every month, ask one long-term member to share the advantages of a GFWC membership at the meeting.



## **GFWC'S "UNITED BY OUR DIVERSITY" RECRUITMENT CAMPAIGN**

Join GFWC clubs nationwide in our popular membership recruitment campaign.



June, July, and August  
**RETENTION**  
 Report due September 1



September, October, and November  
**RECRUITMENT**  
 Report due December 1



December, January, and February  
**MENTORING**  
 Report due March 1



March, April, and May  
**RECOGNITION**  
 Report due June 1

- Club Presidents should reach out to other clubs to see what they are doing to gather members.
- Districts and Counties should share success stories with each other.
- State Presidents should talk with each other on their objectives and goals.
- 20% by 2020 gives you eight quarters to achieve your goal. For example, if your club has 10 members, a 20% increase would equal two new members.

### WELCOME POTENTIAL MEMBERS TO YOUR CLUB

The day 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 that your new members are well-informed and feel welcome:

- Before meetings, offer rides so they do not have to worry about finding the location or entering alone. Fear of walking in alone could hold a potential member back.
- 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 sit next to new ones so they immediately feel included.
- Conduct an ice breaker 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.
- Hold a meaningful induction ceremony during a regular membership meeting or at a separate event to instill a sense of pride in belonging to GFWC. Present the new members with a GFWC Member Pin. Contact GFWC Membership Services at **GFWC@GFWC.org** to request a special letter from the GFWC International President.
- Sample Induction Ceremonies can be found in the *GFWC Ceremonies Guide*. Electronic copies are available via request to GFWC, and hard copies are available for purchase through the GFWC Marketplace at **www.GFWC.org/membership/marketplace**.

### CELEBRATE YOUR CLUB MEMBERS' RECRUITMENT SUCCESSES

Star Recruitment Pins and Circles are GFWC's recruitment incentive for clubwomen. The first five awards, recognizing members who have recruited five to 29 new members, are



## GFWC MEMBERSHIP QUICK TIPS

### Recruit

- Ask friends, relatives, co-workers, neighbors, or teachers to join.
- Hold a recruitment event in your community.
- Advertise by leaving information in doctor's offices, beauty shops, churches, and businesses.
- Ask again — sometimes life circumstances change. It might take three times.
- Develop an elevator speech.
- Wear your pin or emblematic apparel. It will start a conversation.
- Create a club website and Facebook page.
- Retain & mentor.
- Assign a seasoned member to new members to mentor.
- Ask for member input about meeting and fundraising ideas.
- Communicate through a monthly newsletter and email alerts.
- Offer transportation options to those who don't drive.
- Get members involved in district, state, region, and national conventions.
- Make your club meetings interesting and informative.
- Involve members by using their skills and talents.
- Reward accomplishments.
- Give pins and certificates for 5, 10, 15, 20, 25, 30, 40, and 50 year anniversaries.
- Feature your members in your monthly newsletter.
- Be flexible to the needs of your members.
- Try combining a new member with a seasoned member as co-presidents.
- Make sure your club members are subscribing to *News&Notes* and *Clubwoman Magazine*.

### Revisit

- Don't get stuck in "We always did it this way."
- Do yearly surveys to see what type of meetings your members want.
- Educate members yearly on the benefits of belonging to GFWC and their goals.
- Don't be afraid to try new things.

### Notes

- Grant Forms can be downloaded from **www.gfwc.org/gfwc-resources**
- Application to initiate a new club can be downloaded from **www.gfwc.org/gfwc-resources**



small, star-shaped pins with a butterfly clasp and a chain that attaches to the stem of the GFWC Member Pin. Members who have recruited 30 to more than 50 new members will be awarded the appropriate color circles to wear behind their star pins. These awards are cumulative and cross administrations. There are 10 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 to 29** new members receive a gold star

**30 to 34** new members receive a white circle to be worn behind the star pin

**35 to 39** new members receive a red circle to be worn behind the star pin

**40 to 44** new members receive a blue circle to be worn behind the star pin

**45 to 49** new members receive a silver circle to be worn behind the star pin

**50+** new members receive a gold circle to be worn behind the star pin

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.

#### ACTIVITIES FOR ACQUAINTING MEMBERS WITH GFWC

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.



#### **ADDITIONAL TRAINING**

Meetings at every level of GFWC (district, state, region, and national) offer a variety of training opportunities, 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.

#### **ESTABLISHING NEW GFWC CLUBS**

GFWC clubs and individual members are encouraged to make the commitment to build a new GFWC club or federate an existing, non-GFWC club. A club may choose to sponsor a club in the same membership category, but it isn't required. A Woman's club can 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 its members' daughters and their friends. All clubs interested in forming new clubs should contact their State Membership Chairman and/or the Membership Services Department at GFWC Headquarters for assistance.

#### GFWC MEMBERSHIP CATEGORIES

**MEMBERSHIP**

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

**ACTIVE****WOMAN'S CLUBS**

Woman's 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 WOMAN'S CLUBS**

Junior Clubs hold active membership status and participate in the regular programs of GFWC. Junior Clubs vary in age range, 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 Junior clubs are represented by the 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, and have reporting responsibilities, just like all active membership clubs. Juniorette clubs are sponsored by a Woman's club, Junior club, districts or State Federations. It is recommended that a Juniorette Club not be organized unless there is a regular GFWC advisor assigned to it. For further guidelines on organizing a GFWC Juniorette Club, refer to the Juniorette Handbook available on the GFWC Resource Page on GFWC.org.

**NATIONAL CLUBS**

National Clubs are clubs that have a nationwide membership composed of State Presidents or State Directors of Junior Clubs from one administration. In addition, the GFWC Booster Club falls within this membership category. Boosters are composed of friends, relatives, and spouses of individual members. National Clubs pay per capita dues directly to GFWC.

**INTERNATIONAL CLUBS**

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

**ASSOCIATE****NATIONAL ORGANIZATIONS**

National organizations are organizations with national scope whose work is germane to GFWC programs.

**INTERNATIONAL AFFILIATES**

International Affiliates are clubs, federations, and associations whose work is germane to GFWC programs and are based outside the United States. Affiliates pay flat-rate dues. If someone in your club has an international connection, consider sponsoring the creation of a GFWC International Affiliate.

Contact the GFWC International Liaison Committee for assistance in developing International Affiliates. The committee is responsible for maintaining communication between International Affiliates and GFWC through both traditional correspondence and electronic communications. Goals of the 2018-2020 International Liaison Committee include stronger relations with all international members, increased visibility in GFWC publications and on the website, and encouraged attendance at GFWC Conventions.

**CONSIDER ESTABLISHING SPECIAL INTEREST CLUBS****COLLEGIATE CLUBS**

Colleges and universities are an excellent source for GFWC members. Campuses often face the same challenges as other traditional communities. A collegiate club could meet the unique needs of the campus, as well as

provide a service opportunity that accommodates the lifestyles of students. Juniores who have graduated to college settings could help form these clubs and maintain their GFWC affiliation.

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. Collegiate clubs are considered active membership clubs with appropriate voting privileges.

#### CYBER CLUBS

This new type of club is designed for women who want to make new friends while making a difference in their communities through volunteer service, but cannot, for whatever reason, attend regular club meetings in person. Most interaction is conducted through email, Facebook, Twitter, and other social media technology. Traditional clubs may even have "cyber members" who "attend" meetings via Podcast, Webinar, or Skype. Cyber clubs are active membership clubs with appropriate voting privileges.

#### SINGLE ISSUE CLUBS

GFWC offers diverse Community Service Programs, but a club is not required to participate in all of them. It is acceptable, and may be beneficial, for a club to address a single issue. Single issue clubs are active membership clubs with appropriate voting privileges.

#### WORKPLACE CLUBS

In looking for sources of new clubs, consider the workplace. Women working together in government, university, or corporate offices already have some things in common. Workplace clubs might hold breakfast, lunch, or dinner meetings, which are appropriate to the workplace schedule. Workplace clubs function the same way as other clubs, choosing community projects, building friendships, and discussing topics of interest. They are active membership clubs with appropriate voting privileges.

#### RETIREMENT COMMUNITIES

Retirement Communities for the over 55 group is growing each day. This is a great place to start a new club. Many past members from various states can be found in these communities and their knowledge of GFWC can prove invaluable when establishing clubs such as these. Visit with the Retirement Communities Activities/Social Director and show how establishing a GFWC club is beneficial to their residents.

## **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:

- Identify communities in close proximity (within 25 miles) to one that already has an existing GFWC club, making it easier to mentor a new club.
- Is there a new suburb in a community populated by new arrivals?
- Is there a club that may have been a GFWC club years ago? Providing a great presentation on the benefits of GFWC membership could encourage that club to refederate and reconnect to its GFWC history.
- There are thousands of universities, colleges, and junior colleges in the United States. Which post-secondary educational institutions are located in our community that might consider sponsoring a collegiate club?
- What local junior and senior high schools do not have a Juniores club?
- Are there mid-sized to large-sized businesses to build a GFWC workplace club?
- Is there an active adult senior living retirement community without a GFWC club?

## PLAN YOUR NEW CLUB'S FIRST MEETING

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

The first meeting is a very important event. Bring along a variety of GFWC membership and promotional materials, such as brochures, state membership applications and program information, model bylaws and parliamentary briefs, and the *GFWC Club Manual*.

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.

Keep it simple. Provide some highlights of GFWC history using resources from the Women's History and Resource Center, share information about the many benefits of belonging to GFWC, and review the six GFWC Community Service Programs and two Special Programs from the *GFWC Club Manual*. Keep the presentations short and provide plenty of time for questions and answers. Provide enough information about GFWC to demonstrate the benefits of belonging but be careful not to overwhelm attendees.

During the informational meeting, identify people who seem particularly excited about the new club and whose energy and enthusiasm appear to be 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, ask whether the attendees are interested in forming a new club. For those who are interested, decide when would be a convenient day, time, and location to attend an organizational meeting. This will encourage the prospective new members to assume control of the club. Have informational packets prepared to send home with prospective members so they can read more about GFWC at their leisure.

Follow up with prospective members by phone, email, and/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 email addresses of friends and family members who might be interested.

## THE SECOND MEETING

The New Club Formation Team and 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:

- Choose a name. It is **required** that all new clubs include "GFWC" in their name, such as GFWC [town name] Woman's Club.
- Determine the club's purpose and mission.
- Establish the amount of dues to be collected. Dues are calculated based on the total amount of dues for GFWC, your respective State Federation, district (if applicable), and what the club decides it will need to function effectively.
- Create club officer positions. Traditionally, clubs 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 terms of office and how officers will be elected (via a nominating committee or directly).
- Establish a bylaws committee of at least three members to draft the club's bylaws for review and adoption

by the entire club. The committee should use the GFWC Parliamentary Briefs and Model Bylaws as guidelines.

At the conclusion of the second meeting, determine by consensus the time and place of the next meeting. The new club formation team, or 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.

### THE THIRD MEETING AND BEYOND

There is no set formula for how the club building process evolves. It may take longer than three meetings to decide on a club name or draw up bylaws, but 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 be worth it.

### 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, freewheeling 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.

## **MAKING IT OFFICIAL-THE NEW CLUB APPLICATION AND CHARTER PROCESS**

The New Club Formation Team 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.

Contact your State President and/or 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.

### CONNECTING NEW CLUBS

Orienting new clubs to the benefits of belonging to GFWC is as important as orienting new members to their local club. GFWC wants to let new clubs know as soon as possible that they have access to the many benefits provided to them through Federation.

Since State Conventions are generally held in the spring and GFWC dues are not collected until the following February, there is often a disconnect between GFWC and the new club. GFWC cannot provide a new club its complimentary *GFWC Clubwoman Magazine* and *News & Notes* subscriptions and other benefits until it receives documentation that the club is officially recognized by the State Federation as a new GFWC club.

Even if a State Federation chooses not to remit the club's dues until the next February deadline, it should provide a copy of the New Club Form, available under 'Forms' at [www.GFWC.org/membership/gfwc-resources](http://www.GFWC.org/membership/gfwc-resources), and club bylaws to GFWC as soon as possible. To engage the new clubs right away, GFWC Membership Services Department will enter the new club's information in the GFWC member database, send out a welcome letter and certificate, and

complete subscriptions to *GFWC Clubwoman Magazine*, *News & Notes*, and other special mailings.

When the club's dues are received at GFWC Headquarters, the club will receive a full New Club Welcome Packet, which contains the complete *GFWC Club Manual*, GFWC brochures, mini tri-folds, WHRC brochures, a club president pin, and other resources of value to a new club.

### 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 reinforces the club's connection 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 Induction Ceremonies can be found in the *GFWC Ceremonies Guide*. Electronic copies are available via request to GFWC and hard copies are available for purchase through the GFWC Marketplace at [www.GFWC.org/Marketplace](http://www.GFWC.org/Marketplace).

### NURTURING THE NEW CLUB

Transitioning a club to stand on its own is a delicate process. It must become independent, but don't 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 emails.

Be sure to nurture, but not dominate, the new club. It 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, the club members will know the value of GFWC and will thrive.

## GRANTS

GFWC grants are available to clubs to assist with recruitment efforts and to districts to assist with club building efforts. 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/Membership](http://www.GFWC.org/Membership), email [GFWC@GFWC.org](mailto:GFWC@GFWC.org), or contact 202-347-3168, to receive an application. 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.

## AWARDS

GFWC recognizes State Federations for outstanding projects and clubs for creative projects in implementing effective Membership programs, as follows:

- Certificate to one State Federation in each membership category
- \$50 award to one club in the nation for project creativity

Award winners will be determined by entries into the Awards Program. Each State Federation may submit one State Award Entry Cover Sheet and one Club Creativity Award Entry Cover Sheet for the Membership program. Clubs do not submit entries directly to GFWC.

A \$500 award will be given at the 2020 GFWC Annual Convention to one state in each GFWC membership

# MEMBERSHIP

category that records the largest number of new clubs federated with GFWC during the 2018-2020 GFWC Administration. State membership chairmen must send the completed New Club Form to GFWC Headquarters within 60 days of the new club's federation date in order for the new club to qualify. Dues for the new club must be received by GFWC no later than the next February 15 dues deadline. The award is based solely on information provided to GFWC via the New Club Forms submitted between July 1, 2018, and May 1, 2020.



Refer to the Awards section of the *Club Manual* for more information, including the Award Entry Cover Sheet guidelines.