



2020-2022 Membership Advancement Plan Hats Off to Membership August 2020 Workshop Staying Engaged While Staying Apart

Staying in the Game with Retention

1. Retentions is the single most important thing for growth

- Communications
- Meaningful Service
- Reinforcement
- Nurturing

Thinking Outside the Hatbox for Recruitment

2. Be Enthusiastic! Be Visible! Ask!

- Service vs. Service
- Just Ask!
- Be visible — WEAR your pins!
- Hosting a Virtual Social
- GFWC Recruitment Grants

Building the Connection with GFWC

3. Mentoring

- New Member Orientation
- Videos
- Connect with GFWC Website and Portal,
- News & Notes
- GFWC Social Media

Celebrating the Victories Every Day

4. Recognition

- Member Anniversary Pins
- Gold and Jubilee Pins
- Club Anniversary Certificates
- Recruitment Pins

Resources

- [Star Pin Submission Form](#)
- [Gold and Jubilee Pin Order Form](#)
- [2020-2022 Fillable Recruitment Form](#)
- [New Club Form](#)
- [GFWC Membership Grant Application](#)
- [GFWC New and Refederating Club Grant Application Form](#)
- [VidHug Video](#)

Funding the Way During a Crisis

During these unprecedented times, clubs need to maintain activity, to keep members engaged while navigating these challenging phases. All clubs have had to adjust their events and think creatively to achieve their goals. Fundraising is an extremely important piece; clubs need to think outside the box while planning ways to bring in the income. Virtual and Online is the best way to social distance and could lead to new members!

Virtual Bingo Game – Your club can host a fun Bingo night, there is an online service created due to the COVID-19.

Dine Out Night - Ask a local restaurant to give a percentage back to the club when patrons bring the coupon when picking up their order.

Virtual Social Hour – Ask for a donation to join a video social hour, it's a great way to catch up with friends.

Virtual Walks or Runs – Clubs can still support March of Dimes, St. Jude or your local charities by encouraging members to sign up for the virtual events.

Door Decorating Contest – Pick a theme for front doors to be decorated, to enter the contest online a fee must be paid to post the picture.

Dress Down Gala – Secure an interesting speaker. Have online registration for a fee. Give menu and beverage suggests, and let the webinar begin.

Social Media Challenge – Remember the ALS Ice Bucket Challenge? Let your imagination run wild and let the donations fill your account. TikTok is a great platform and has some fun examples.

Amazon Smile – Online shopping is thriving recently. Sign you your club to be the recipient of the 5% cashback when members, family and friends click on your charity.

Promote the event on social media and remember to use the GFWC Boilerplate and a local contact for more information.

Create Your Own Video HUG -- How Does It Work?

THREE EASY STEPS

From the safety of your home, create your very own video of your club members.

1. **INVITE:** In seconds, create, and send out a unique recording link to invite club members to participate.
2. **RECORD:** From the safety of their home, invitees (members) easily record and submit videos from any device, no app install needed. You watch the videos as they arrive!
3. **SHARE:** When you're ready, VidHug magically turns the collected videos into a beautiful montage for you to share.