

GFWC Members are the HEART of Federation! “Oh the weather outside is frightful, but the fire is so delightful; and since we’ve no place to go, Let It Snow! Let It Snow! Let It Snow!”

This song was created by lyricist Sammy Cahn and composer Jule Styne in 1945. The words and lyrics convey feelings of warmth and security, which is how we want our members to feel about GFWC! If we are having problems retaining current members, then actively recruiting new members is useless. We must make the effort to show that we KNOW our GFWC members are the HEART of Federation.

In many parts of the country the months of January and February are cold and dreary—the perfect time for clubs to get warm and cozy and focus on rekindling the sparks and renewing the Federation passion. The holidays have taken a toll on many of our diets and January is the time to take back control. Clubs could use the weekly celebrations of “Healthy Weight Week” or “Diet Resolution Week” and sponsor a friendly weight loss competition. Divide into teams and support each other’s diets, take exercise classes, or go on long walks. The wager could be that the team that was NOT the biggest losers would make the healthy snacks for the next meeting. This project would not only have health benefits for members, but be a great way to build stronger working relationships within the club.

How about planning a trip to the spa to celebrate “Hunt for Happiness Week”? Oh, how nice it would be to pampered, and how fun to share the experience with club friends! What about a new “Secret Sister” project to put into action “Random Action Month”? Are all your club members as computer savvy as they would like to be? How about arranging a basic computer class to acknowledge “High-Tech Month” or “Reaching Your Potential Month”? Contact the local high school and ask for a recommendation of a student to be your teacher. Many students need volunteer hours to graduate, which could lead to interest in a new Juniorette club.

To commemorate “National Mentoring Month,” develop a “Big Sister” or “Federation Buddy” program. Pair an experienced member with each of your newer members for at least their first year. These relationships allow new members to feel comfortable asking questions and current members to gain renewed pride in GFWC.

One way to make your members more secure is to host a community-wide women’s self-defense class for “Women's Self Empowerment Week” or “Personal Self-Defense Awareness Month.” The classes will not only help your members feel safer, but are a GREAT way to recruit new members.

February is also a gold mine of celebrations and observances such as Valentine's Day, "Heart Month," and "Chocolate Month."

Heart disease is the #1 killer of American women. Host a "Red Dress Heart Campaign" event and make a difference in women's lives by spreading The Heart Truth® to your members and in your community. Be sure to serve healthy snacks and treat your members to a Valentine of dark chocolate to show you care.

Retention and recruitment events could easily be built around "Friendship Month," "Send a Card to a Friend Day," and "Make a Friend Day."

The beginning of a New Year is the perfect time for clubs to take on the revitalization challenge. Get creative and seize this opportunity to pamper the very heart of your club—your members! And these activities could bring you more members, too.