



## ***Spotlighting GFWC Membership Efforts Across the Country!***

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*Compiled by: Patrice Booze from GFWC State Membership Reports*

*2010-2012 GFWC Membership Committee Chairman*

*GFWC Great Lakes Region*

**GFWC Connecticut State Membership Chairman Kim Hohlfeld** reported that State President JoAnn Calnen set a priority for this administration not only to increase the number of clubs, but to strengthen existing clubs. The State Federation initiated a planning strategy and utilized the various membership tools and resources supplied by GFWC.

They created and distributed club surveys to recognize potential problems and challenges, so that a specific plan could be developed for each club. They worked club by club teaching both how to recruit and how to retain members. Membership became a priority for each member, not just club presidents or membership chairmen. They felt their job was to empower members one by one.

**GFWC Pennsylvania State Membership Chairman Donna Reeder** said *“The strongest asset of any organization is its members. To that end, GFWC Pennsylvania is committed to meeting member needs, challenging their minds, satisfying their expectations, and connecting on a personal level.”* The membership slogan for the GFWC Pennsylvania Membership team is: **“Members-Let’s Get ‘Em and Keep ‘Em.”**

At the two-day Conference in July, Membership Chairmen presented a general session workshop. Attendees were shown the *“I Am a GFWC Woman”* National Membership PSA and participated in the *M & M’s for Membership* activity. The highlight of the workshop was an interactive PowerPoint presentation that included tips to create a healthy, improved club and to plan and execute a special Membership Event. All attendees received copies of the PowerPoint slides, along with a newly-created *New Member Survey* and Retaining Members handout.

**GFWC Minnesota State Membership Chairman Kay James** says *“Without membership there is no one to lead; without leadership there is no membership.”* This became Minnesota’s motto and made Membership a top priority. A Membership/Leadership Team was formed, which met three times during the year at a centrally located member’s home. This has been the impetus to gaining new members, to more membership activities using GFWC’s Seasonal Recruitment Campaign, better attendance at workshops and the state convention, better morale within the membership, and better communication between GFWC, GFWC Minnesota, and the state’s club members.

The Membership/Leadership Team represents all districts in the state and developed the following goals:

1. Membership Retention by putting into practice the words of the *“Collect for Clubwomen.”*
2. Membership Recruitment with continued growth in new members, recognition of these new members at workshops, district conventions, and a special invitation to attend state convention.
3. Membership Rebuilding by communicating to members in more efficient ways, by building strong districts therefore stronger clubs, and more active members.

GFWC Minnesota has become better at celebrating retaining membership, recruiting members, and rebuilding clubs through the establishment of a strong purpose and vision for their future.

**GFWC Arizona State Membership Chairman Celene Post** says GFWC Arizona clubwomen recognize the importance of Membership, past, present, and future: Past, remembering those who came before us; Present, seizing every moment to bring women into the family; Future, always thinking of new, innovative ways to recruit, retain, and renew volunteer excitement to maintain the proud tradition of volunteer services in their state.

**GFWC West Virginia State Membership Chairman Sharon Sheridan** reports that the state has a membership TEAM that consists of the state's 2<sup>nd</sup> Vice president as the chairman, eight district representatives, eight district presidents, the Junior Director-elect and the Juniorette Chairman. They launched "Membership for All Seasons" at the state's annual Summer Conference in August. Four members of the team presented ten membership ideas for each season to the attendees. The *GFWC Membership Advancement Guide* and the seasonal reports have made a positive difference. Clubs seem to be more aware of membership recruitment year round.

The Membership Chairman writes an article in each of the state's issues of the magazine that is sent to all West Virginia clubwomen. The chairman maintains a data base of 15 and 50 year members, lifetime members, State Awards, and anniversary clubs. This past year they honored 57 twenty-five year members and 31 fifty-year members.

**GFWC California State Membership Chairman Chris Herzog** reports the State Federation operates within 21 districts and is divided into four areas statewide. Each area is headed by an elected Vice President, and with the CFWC Second Vice President form the state membership team to promote Federation and be available for the clubs and members at all times. They meet one day prior to all state board meetings, and state conventions, and stay in close contact between the state sessions.

In conjunction with the GFWC Membership Campaign, California reinforced recruiting efforts with a state campaign to get "Just One"—suggesting that each member recruit just one new member that is as good a volunteer as they are. For a hook the team used the logo  $M^2 = cE^2$ , translated "Membership increase is club Energy squared," reminding the members that a busy, happy club will attract more members.

**GFWC South Carolina State Membership Chairman Jo Ann Bolchoz** shares that the state's membership theme is "Girlfriends Who Care: Let's Cultivate, Grow, and Retain Something Together – A Stronger Membership, Leaders, Friendships, Interesting Club Meetings, Great Projects, and New Clubs." She is excited that clubs across South Carolina have embraced the GFWC Seasonal Recruitment Campaign Project.

Star recruiters are recognized at meetings and annual convention. New members and their sponsor/recruiter are recognized and welcomed in the GFWC-South Carolina Clubwoman magazine.

Workshops on Membership were held at Summer and Winter Boards. The workshop at Summer Board was on the Seasonal Recruitment Campaign and how to sponsor and federate Juniorette clubs. The Winter Board Workshop was on "The Grape Principle:" **G** for Growth, **R** for Recognition, **A** for Achievement, **P** for Participation, and **E** for Enjoyment.

**GFWC Tennessee State Chairman Linda Hershey** says that her state has made an effort to embrace the concept of "Imagine, Inspire, and Invest in Membership." In order to recruit new members clubs received information on the State "Her-She-Y" Membership Plan. The plan awarded each club woman who brought in one new member with a Hershey tote bag and a thank you note; and each member who brought in five new members received a Hershey Kiss keychain. Each club who helped start a new club received a crystal Hershey Kiss.

**GFWC Virginia State Membership Chairman Wanda Burley shares that**, in an effort to reach more members, GFWC Virginia is conducting a pilot study during the 2010-2012 administration in which the state magazine is distributed electronically (username and password are sent from the state headquarters) in addition to the complimentary hard copy that the club presidents receive. Those that receive an electronic copy can distribute it to their members as well as share the hard copy at meetings. Any clubwoman can also choose to purchase a subscription.

This is a sampling of the great work being done by the state membership chairmen across the country. THANK YOU to ALL state, district, and club membership chairmen that have worked hard to retain, recruit and rebuild! Your efforts have been noticed and are appreciated!