



Fall in Love Again – Keeping What You Have

September/October 2011

By: Tammy Garland

2010-2012 GFWC Membership Committee

GFWC Southern Region

Autumn, Queen of Year

By Winifred Sackville Stoner, Jr.

When the pumpkins are so yellow and the vines with grapes abound,
When the melons are so mellow and the nuts fall to the ground;
When persimmons lose their bitters, and the apples are so red;
When we love to eat corn fritters since the roasting ears have fled;
When vacation days are over and the children go to school,
They no longer play in clover, but much learn "Arithmos-rule,"
When weird Hallowe'en's most naughty elves with gnomes and sprites appear,
While fat Thanksgiving fills the shelves - 'Tis AUTUMN, QUEEN OF YEAR.

For many, Fall symbolizes the ending season, but for most clubwomen it represents the beginning. Many clubs gear up after a long, hot Summer and go racing into Fall looking for new projects and members. The challenge this Fall as you start to "Rake in New Members" is to "Fall in Love Again." It is important to make your new AND your current members feel like the Autumn, Queen of the Year!

7 Easy Steps to Making A Member Feel Like A Queen

1. Have Fun!

- Provide a club atmosphere where creativity is appreciated and members can challenge the skills and abilities of themselves and others without fear.
- Fun + Education = Growth and Success

2. Show Members You Care About Them

- Call or write to absent members to show them that they are valued by your club.
- Invite former members to return and visit the club to see old friends and discover how the club has progressed and what they are missing.
- Encourage members to seek out leadership opportunities.

3. Provide Theme Nights and Varied Club Programming

- Have monthly or quarterly theme nights that vary from the regular agenda.
- Have your club members visit another local club or do a joint project.

4. Conduct Member Surveys

- Find out what your club members are thinking about the club and its members.
- Have entry surveys for incoming members and exit surveys for departing members to ensure that you are meeting the needs of all members.

5. Begin a Club Mentor Program

- Guiding new members ensures that they stay to become veteran members.
- Being a guide or mentor can introduce a veteran member to some fresh ideas and people.

6. Ask For Help

- Ask members to serve as club officers.
- Ask members to help set goals for the club.
- Ask members if they are happy with the way the club is operating.
- Ask members what would make them happy and do it.

7. Say Thank You

- Recognize members for their years of service.
- Recognize members for doing a good job.