

MEMBERSHIP SUPPLEMENT 2018-2020
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RECRUITMENT

- Involve the entire membership in recruiting. Hold an informational seminar on how to and what to say to acquaintances and prospective members
- Prepare an elevator speech – a brief speech that describes your club and a couple of projects or activities.
- Start an interest group within your club, i.e., scrapbooking, knitting, book discussion, and invite the public to attend.
- Organize and advertise a new member open house or informational meeting at the library, coffee shop or member's house
- Plan a special club event to recruit members during NJSFWC State Membership Week (November 11-17)
- Set a goal that each member will bring in one new member during the year. Build enthusiasm for this goal and keep members informed about the progress. Offer a prize or recognize them in your newsletter.
- Ask prospective members to come with a friend. It is always easier to walk into a meeting with another person. Offer to pick them up or meet them at the door so they do not walk in alone
- Prepare an informational flyer about your club or send them your newsletter when they make inquiries about the club
- Develop an Orientation Booklet or Folder to give to prospective members. Check the NJSFWC Manual for Club Presidents for ideas. (also located on the njsfwc.org website) The prospective member goes home with something tangible that she can review prior to the next meeting.
- Assign an experienced member to each prospective or new member to answer questions and explain the club practices.
- Call or email the prospective member after her first meeting to say you were glad she came. Ask if she has any questions. Remind her when the next meeting is scheduled.
- Set up a reception committee. No member should ever enter the meeting room and not be made to feel welcome. Appoint a member to be a greeter at club meetings. This will also encourage new members as well as long time members to interact with someone each month
- Always offer and wear name tags
- Send a 'Welcome letter' to each new member and also send the names and addresses of every new member to the State Membership Chairman to receive an NJSFWC "Welcome Letter."

Partner/Advertise

- Create buttons or purchase and wear "What We Do Matters" buttons from Federation Headquarters.
- Wear Club gear at all club events and fundraisers.
- Have business cards and tri-folds available for all club members.
- Make sure your club is not your community's BEST KEPT SECRET! Take photos and publicize everything your club does. Include contact information.
- Distribute club profiles at "hot spots" in town (library, town hall) as well as at every club sponsored and all community events, such as parades, sidewalk sales, etc.
- Join, attend or speak at local PTA's, Chamber of Commerce, Rotary, Relay for Life, town parades
- Advertise and invite the public to club programs and speakers
- Set up a membership display at the library, town hall, community events, coffee shop, etc.

Retention

- Appreciate and recognize the volunteer efforts of members - make them feel IMPORTANT! Thank them at meetings, in club newsletters and local newspaper articles.
- Send thank you notes to your members who do something (even the small stuff). Have a Rookie of the Year/Month, Member of the Year/Month, Atta Girl! Award.
- Place a club member on the NJSFWC Honor Roll/Order of the Lily.
- In recognition of 25 years of membership, order and present your club member with the NJSFWC 25-year pin.
- Keep an up-to-date membership file. Remember members' birthdays in club newsletters. Keep a list of the special talents of members and call on members to share their special talents at programs or in workshops. Make sure you add those new club members to your list.

- Appoint a sunshine or courtesy chairman to keep club members informed about a member who is ill, has a death in the family or needs help with meals, etc. Remember these members with a card, memorial donation or gift.
- Call or email members who miss a club meeting to inform them of club happenings and to let them know that they were missed.
- Conduct a Member Orientation Program every year.
- Expedite internal club communication by appointing a telephone committee, a newsletter editor to coordinate the monthly club news and/or an email distribution list to send club and Federation information to club members.
- Plan events just for fun; game nights, ladies who lunch, hikes, movie nights, dinners at different restaurants. Have a picnic during the summer, holiday party and attend fundraisers for other clubs in your district.
- Use “Mystery Member”, alternate seating plans, and nametags to encourage members to meet and greet everyone. Include fun facts or short bios about members in your newsletter.
- Conduct a Member Orientation Program every year.
- Hold a new member Installation ceremony.
- Make meetings worth attending. Business meeting should be well run, interesting and not too long. Stimulating programs and “Done In One” projects make attendance at meetings more attractive to members.
- Share club and Federation information. See the NJSFWC Manual for Club Presidents for ideas. Make club members proud of their club and Federation by familiarizing your members with your club, NJSFWC and GFWC histories, projects, programs and achievements.
- Celebrate NJSFWC Federation Day (November 16) or GFWC Federation Day (April 24) with a program highlighting their history and accomplishments. Use the NJSFWC Manual for Club Presidents and the GFWC Club Manual for ideas. Order the “GFWC Federation Day Celebration Guide” from GFWC Headquarters.
- Inform members to check the NJSFWC website (www.njsfwc.org) and GFWC (gfwc.org) periodically for up-to-date happenings and publications.

Evaluate

- Review your membership requirements. Don't make it difficult to join!
- Evaluate the atmosphere of your club meetings. If you were a guest, would **you** want to join?
- Is your club fulfilling member expectations? Once a year, have members evaluate the club direction, projects, programs, fundraisers, meeting times, etc. Use questionnaires, rap session, surveys and discussions at Board and General Meetings. Adapt these recommendations to bring about positive change to your club.
- Offer an occasional evening or Saturday meeting if you only meet during the day, and/or a day meeting to include people with other commitments.
- Review if the day you meet is convenient for most members.
- Embrace change. Put to rest an old, tired project and try a new project or put a new twist on a favorite project.

RESOURCES

Any club experiencing problems is encouraged to contact the District Vice President and/or the NJSFWC Third Vice President for suggestions. The District Vice President, the Third Vice President, or other members of the Executive Committee will visit the club when requested to do so.

STATE AWARDS

- A recognition pin will be given to any member bringing in two or more new members during each club year. This information is taken from the annual Membership Report that must be postmarked no later than February 1 of each year.
- The member in the State who brings in the highest number of new members as reported on the annual Membership Report that must be postmarked no later than February 1 of each year will be recognized at the Annual Convention in May.
- The club in each District with highest net gain will be recognized each year at State Fall Conference.
- Report 50 and 25 year members' names on the year-end Membership Report form that must be postmarked no later than February 1 of each year. Certificates will be award at District Spring Conferences.

GFWC AWARDS

- A gold membership pin is available from GFWC for any member with a total of 50 years of membership in any Federated club (accrued years in Juniorette, Junior, EMD and/or General). Clubs must request these pins. Report 50 and 25 year members' names on the year-end Membership Report form that must be postmarked no later than February 1 of each year.

Use the 2018-2020 GFWC Club Manual Membership section at gfwc.org for additional project ideas and resources.