

2020-2022 Membership Supplement

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Recruitment

- With the State's and District's membership chairman's help and guidance, hold quarterly club-wide informational seminars on how and what to say to acquaintances and prospective members, including an elevator speech and club brochure on your club, activities and history, projects, and overall benefits
- Quarterly and during NJSFWC State Membership Week (November 11-17) organize and hold at as many locations as possible - the town library, local coffee shop or a member's house and all community events such as parades, sidewalk sales, etc., new member open houses, informational meetings, and displays
- Set a goal of a new member for each existing member, build enthusiasm by keeping everyone informed, offer prize(s), and recognize them at meetings, your newsletter(s), and all website and social media sites
- For ideas, check the NJSFWC Manual for Club Presidents at www.njsfwc.org
- As it is always easier to walk into a meeting with another person, ask prospective members to consider bringing a friend and extend the offer to pick them up or meet them at the door so they do not walk in alone
- When a prospective makes an inquiry, send your club's informational flyer and newsletter and keep in touch
- After the first meeting, call or email, saying how glad the members and executive team was about her interest, ask if she has any questions, remind her of all meetings, and have the membership team follow up
- Provide each new perspective with an orientation booklet, brochure, or folder
- For each prospective or new member, assign a member to answer questions and explain club practices
- Whenever a new perspective or current member enters, establish a reception committee - this will encourage everyone to interact with each other
- Always offer and wear name tags
- Send a welcome letter to each perspective member and their name and contact information to the State Membership Chairman to receive an NJSFWC welcome letter.
- Keep your membership listing up to date

Be bold; make your club and members visible and known

- Create buttons or purchase and wear GFWC and your club's "What We Do Matters" buttons
- Wear club gear at all club, town, community, social events, fundraisers, meetings, and get-togethers
- Have business cards and brochures available for all club members
- Regularly publicize and promote your club in the local community newspapers, town website, and its and the NJSFWC's social media platforms (Facebook, website) by submitting photos, short articles, and respective contact information and inviting the public to your club programs and speaker and social events
- Set up regular membership displays at the library, town hall, community events, coffee shop, etc.
- Make sure your club Facebook page, Website and all social media outlets contain up-to-date club information
- Distribute club profiles at local, town, and community hotspots such as the library, senior centers, town hall and at every sponsored or attended club and all community events, such as parades, sidewalk sales, etc.
- Be visible, join, attend, and speak at PTA's, Chamber of Commerce, Rotary, Relay for Life, parades
- Sponsor a town Little League or Soccer team with your club name on their shirts; buy a banner with your club name to hang at the playing field.
- Become an NJSFWC Ambassador. Ask this Chairman for details.

Retention

- Keep an up-to-date membership file, remember members' birthdays in club newsletters, maintain a list of member's special talents, and ask them to share these special talents, interests, and hobbies at programs or in workshops
- Start club interest groups, i.e. scrapbooking, knitting, book discussion, and invite the public to attend
- Appoint a sunshine or courtesy chairman to keep club members informed about a member who is ill, had a family member or friend pass or needs help with meals, etc. and remember each with a card, memorial donation or gift
- Call or email those who missed a meeting, inform them of all happenings and to they were missed
- Just for fun and to keep members active, plan game nights, lunches, hikes, movie nights, dinners at restaurants, seasonal socials, picnics, and parties, while attending 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.
- Every month hold a new member installation ceremony and yearly conduct a member orientation program
- Expedite internal club member communication by having the telephone committee and newsletter editor coordinate monthly club news by sending emails or distributing club and Federation information to all
- Having well run, interesting, and concise meetings, along with stimulating programs and done in one projects, attendance at meetings will be more attractive and worth attending to prospectives and members
- Make club members proud of their club and Federation by familiarizing, publicizing, and sharing with your members and community your club, NJSFWC, and GFWC histories, projects, programs and achievements – for ideas consult with the NJSFWC’s Manual for Club Presidents, Executive Committee members, your DVP, and District Chairman
- Using the NJSFWC Manual for Club Presidents and GFWC Club Manual and Federation Day Celebration Day Guide, create a club program and send out a news release highlighting our organization’s history and accomplishments for the GFWC’s Federation Day (Apr 24) and NJSFWC’s Federation Day (Nov 16)
- Periodically inform members, verbally and in your newsletters, to frequently check the NJSFWC’s website (www.njsfwc.org) and GFWC’s (gfwc.org) for up-to-date happenings and publications

Evaluate

- Review your membership requirements so they are convenient, inviting, and easy to join and belong
- Evaluate your club’s meeting, making sure it is enjoyable and informative for new and existing members
- At least yearly, during Board and general meetings, have members evaluate the club’s direction, projects, programs, fundraisers, meeting times, etc. by using questionnaires, informal sessions, surveys, and discussions so it is fulfilling members’ expectations and bringing about positive changes
- If your club meets during the day, offer an occasional evening or Saturday to include anyone with other commitments and keep all up to date and informed
- Review if the day you meet is convenient, have members update those who do not attend
- Embrace change by sunseting old, tired project(s), try a new project or put a new twist on a favorite project

Club and State awards

- At meetings, in your newsletters, and local print and online articles, appreciate and recognize each member’s volunteer efforts by making them know they are important and have made a difference to the club and community
- Send thank you notes to your members who do something (even the small stuff).
- Recognize members with Rookie of the Month/Year, Member of the Month/Year, Atta Girl, etc. awards
- A recognition pin, based on the annual Membership Report, dated no later than February 1, is available to any member bringing in two or more new members during each year
- At the Annual convention, based on the yearly Membership Report, dated no later than February 1, the member bringing in the highest new members will be recognized
- At the yearly State Fall Conference, each District’s club with highest net gain will be recognized
- On the year-end Membership Report form, postmarked no later than February 1, report all 25 and 50-year members’ names
- To recognize 25 years of membership, order and present your the member with the NJSFWC’s 25-year pin
- Place a club member on the NJSFWC’s Honor Roll/Order of the Lily
- Recognize multi-generational club members

GFWC awards

- Upon request, a GFWC gold membership pin is available for free to any member with a total of 50 years of membership in any Federated club (accrued years in Juniorette, Junior, EMD and/or General) Visit the GFWC website for form.

Resources

- The GFWC’s Executive Committee, and District Vice President welcomes invitations to visit, discuss ideas, resolve challenges, and encourage your leaders and members

Use the 2020=2022 GFWC Club Manual Membership section at gfwc.org for project ideas and resources.