

## **MEMBERSHIP SUPPLEMENT 2022-2024**

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### **Recruitment**

- Using NJSFWC resources and assistance from State and District Chairmen, hold club-wide informational conversations on how to invite friends and prospective members to club meetings and events. Work with club members to construct an elevator speech and club brochure explaining your club activities and history, projects, and overall benefits of belonging to NJSFWC.
- Utilize a membership committee to create a calendar of events in locations, such as the local library, churches, and coffee shops in which you can organize information booths and displays about your club. Also connect with community events such as parades and fairs highlighting the work of your club and the NJSFWC. During NJSFWC State Membership Week (November 11-17) organize New Member Open Houses and Informational Nights inviting women in your community. Include your club name and logo on all informational sheets.
- Set a goal of a new member for each existing member. Build enthusiasm by keeping everyone informed, offer prize(s), and recognition at meetings, in your newsletter(s), and all website and social media sites.
- Create an email and paper invitation for your members to send to prospective members. Include times of meetings and contact information. Always have membership applications available at every meeting.
- Most communities have websites and/or Facebook pages which you can usually submit online. Write a short blurb about your club which includes ways for prospective members to contact you. Remember to update regularly.
- When a prospective make an inquiry, send her an information packet which includes your club newsletter, calendar and contact information. Always follow up with a personal phone call and another invitation to the next meeting or event.
- 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. Make sure all club members wear nametags when guests are present.
- 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.
- 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.
- Review your membership requirements so they are convenient, inviting, and easy to join and belong.

### **Retention and Reward**

- 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.
- Hold a yearly club member survey asking questions like: 1) What were your three favorite projects we did last year? 2) Why are you a member of this club? 3) What project should our club retire? Why? 4) Do you have any ideas for new projects? Discuss the answers and brainstorm together.
- Start club interest groups, i.e. scrapbooking, knitting, book discussion, and invite the public to attend. For fun plan game nights, lunches, hikes, movie nights, dinners at restaurants, seasonal socials, and picnics.
- Appoint a sunshine 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 let them know they were missed.
- Just for fun and to keep members active, plan game nights, lunches, picnics and parties. Periodically include spouses and other family members.
- Use "Mystery Member" and alternate seating plans to encourage members to meet and greet everyone. Include fun facts or short bios about members in your newsletter.
- Expedite internal club member communication by having the telephone/email/text message committee and newsletter editor coordinate monthly club news by sending emails or distributing club and Federation information to all – be sure to include prospective members who may have attended 2 or 3 meetings.
- 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.

- 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.
- At least yearly, 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.
- 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
- 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](http://www.njsfwc.org)) and GFWC's ([gfwc.org](http://gfwc.org)) for up-to-date happenings and publications.

### **Be Visible**

- Create buttons or purchase and wear a club t-shirt, NJSFWC logo shirts, and GFWC "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
- Attend, and speak at PTA's, Chamber of Commerce, Rotary, Relay for Life, and parades emphasizing projects that affect the community.
- 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.
- 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.

### **State 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 her 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 and send names to the Second Vice President.

### **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 2022-2024 GFWC Club Manual Membership section at [gfwc.org](http://gfwc.org) for project ideas and resources.**