

The GFWC 2024-2026 MEMBERSHIP “EDUCATE, ENGAGE, & EMPOWER” RECRUITMENT CAMPAIGN



by: Karyn M. Charvat, GFWC Membership Chairman

In addition to submitting the number of NEW members joining your club quarterly, the Membership Committee is asking you to concentrate on the following **internal** focus areas, designed to help your club strengthen membership **retention**, while also attracting NEW members to your club!

July, August, September: Focus on Clear Communication

Concentrate on regularly providing your members with updates through email, newsletters, social media, and your club website. Be sure to note a way for them to contact leadership with feedback or any concerns. Report Due: October 1

October, November, December: Focus on Member Value and Benefits of Belonging

Clearly educate and communicate the value of being a member of your club and GFWC. Review membership benefits regularly based on member feedback and adjust accordingly. *Report Due: January 2*

January, February, March: Focus on Diverse and Inclusive Programming

Be sure you consider all members' needs when organizing your calendar of events and activities. Ensure club programs are accessible and open to a diverse membership base. *Report Due: April 1*

April, May, June: Focus on Professional Development

Offer leadership workshops, seminars, or training that could contribute to your members' personal growth. Provide access to tools and resources that can help them advance their careers, such as project management and public speaking.

Report Due: July 1

The reporting form is in the GFWC Member Portal; simply log in, click "Digital Library" and search for "2024-2026 Membership Recruitment Form." Happy Recruiting **AND** Retention!