



MEMBERSHIP RECRUITMENT CAMPAIGN

New members will always be attracted to a strong, solid, and engaged club. During this administration, we encourage you to build membership and continue to track and submit the number of NEW members joining your club quarterly. In addition, this committee is asking you to concentrate on these **internal** focus areas, designed to help your club strengthen membership **retention**, while also attracting NEW members to your club.

Clubs that are successful in securing **three new members** from their recruiting efforts will be featured in *News & Notes*. Join GFWC clubs nationwide in our popular quarterly campaign and report your hard work in membership!

July, August, September

During these three months, Focus On: Clear Communication

Concentrate on providing your members with regular 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 they may have. **Report Due: October 1**

October, November, December

During these three months, 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

During these three months, Focus On: Diverse and Inclusive Programming

Be sure you are considering 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

During these three months, Focus On: Professional Development

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

Report Due: July 1



MEMBERSHIP RETENTION STRATEGIES

EDUCATE YOUR MEMBERS

Create one-on-one connections with GFWC:

- Encourage attendance at District, State Federation, Region, and GFWC meetings
- Plan to go to every GFWC meeting with a full car! Make every trip an adventure.
- Invite a State Federation Officer or another GFWC leader to speak at a club meeting. Use the speaker's area of expertise as the theme for the meeting.

Celebrate GFWC:

- Celebrate GFWC Federation Day on April 24 by organizing and conducting a fun community service project. Wear GFWC emblematic apparel so the color becomes associated with club events.
- Ask the mayor to designate April 24 as GFWC (insert name of your club) Day, to recognize the contributions your club has made to the local community.

ENGAGE YOUR MEMBERS

- Encourage member input through a suggestion box, surveys, one-on-one calls, or by having an informal chat session at a club meeting.
- Establish and maintain an effective system of communicating with members
- Keep club projects fresh, relevant, and interesting. When members begin to tire of a project, it is time to change it.
- Initiate brainstorming sessions to give all members a voice in club activities and promote a sense of club ownership.
- Keep a tab on member satisfaction with periodic surveys. Individual interests change with time as members grow and evolve.

Ask for and try to implement member suggestions to keep your club happy, strong, and growing. Each club and community is unique!

EMPOWER YOUR MEMBERS

Respect the limits of your members' time by being flexible and efficient, and they will be more likely to make GFWC a permanent fixture in their lives.

- Schedule meetings at a time that accommodates as many members as possible or consider a "Morning Division" and "Evening Division."
- Email the Treasurer's Report and minutes of the last meeting prior to a regular meeting so they can be reviewed in advance for corrections and/or additions.
- Use committees to consider preliminary planning and develop a project proposal to present at the meeting. The time saved through such committee brainstorming minimizes the length of the meeting.
- Keep reports brief and to the point by sharing lengthy program considerations and project and personal news in the club newsletter.
- Schedule a period of social time with refreshments before or after the business meeting, so members can attend as their time allows.
- Consider scheduling some social opportunities outside of meeting times. These opportunities can be on a regular basis, like a "Morning Moms" group that meets once or twice a month for coffee after dropping children off at school, or intermittent, such as an impromptu lunch or after-work "wine down." Or, invite members to start a yoga group, book club, or other common-interest activity.

MAKE IT EASY TO RENEW! When it is time to pay club dues, make the process as easy as possible for members, like offering an online payment portal.



MEMBERSHIP RECRUITMENT STRATEGIES

BE INTENTIONAL. In everything you do, be very focused on your goal which is to increase your membership. In order to achieve this, you MUST promote the club in every interaction you have with your community.

BE INTENTIONAL WITH MARKETING. Include a QR code on flyers, brochures, event postcards, etc that will link the user directly to your ABOUT US or Membership Inquiry Page on your website. It is all about making it EASY for them to find you and join.

BE INTENTIONAL WITH COMMUNITY EVENTS. Decorate a float in your town parade. Sell refreshments at town festivals (don't forget your QR codes!). Host a Trick or Treat walk, highlighting merchants/sponsors in your town.

BE INTENTIONAL WITH SOCIAL MEDIA. Challenge members to tag at least 3-5 friends when sharing their invitation to their upcoming meeting. Once at the event, ask members and guests to share posts and photos and invite others to join the next event.

BE INTENTIONAL WITH RECRUITMENT. Make it easy to join the club - state club requirements and dues on your membership page and offer a downloadable application or better yet - offer an online application.

BE INTENTIONAL WITH YOUR MEMBERS' TIME. Hold service projects and/or collection of items at each meeting, giving members another reason or purpose to attend.

BE INTENTIONAL WITH REWARDS. As an incentive for club members - raffle off a year of their dues! Each time a member brings in a prospective member, her name goes into the raffle. At the last meeting of the year, one name is drawn and the club pays her dues! OR award a gift basket of gift cards from merchants in your community.

Lastly - remember that attracting and recruiting new members will require some clubs to take down previous barriers to membership.

Hear Today, Here Tomorrow!

Membership Strategies to Strengthen Your Club

Agenda

- Meet the GFWC TATER CLUB!
- Retention Presentation
- Recruitment Presentation
- Junioresettes Presentation
- Interactive Activity



The GFWC TATER CLUB

Best spuds and always willing to sprout a smile, these taters give back to their community in many a-peeling ways. Let's listen in on their most recent meeting...



RETENTION

Presenters:

GFWC Membership Committee Members Nancy Burdick, Jan Hanson,
and June Ferguson



Educate Your Members.

Create one-on-one connections

- Encourage attendance to GFWC meetings and events
- Invite state and region officers to attend club meetings

Celebrate GFWC

- Celebrate Federation Day
- City, County, State Proclamations



Engage Your Members.

- Encourage member feedback
- Establish effective communication methods with club
- Keep projects fresh, relevant
- Initiate brainstorming sessions
- Survey members



Empower Your Members.

- Respect members' time
- Be flexible with meeting schedule
- Email important reports prior to meeting
- Use committee time for planning; meeting time to report. Schedule social time before OR after meeting.
- Make it easy to RENEW!



RECRUITMENT

Presenters:

GFWC Membership Committee Members Nicole Braun, Kim Fulcher,
and Debbie Fiore



BE INTENTIONAL.

- Marketing - QR code on club materials
- Community Events - Sponsor local events
- Social Media - Challenge members to tag friends in meeting invites; post photos and ask them to be shared



BE INTENTIONAL.

- Recruitment - make it EASY for someone to join your club
- Members' Time - host service project during meeting, shorten meetings, etc
- Rewards - incentivize members for bringing in members



Track and Report

- It is important to track and submit the number of NEW members joining your club quarterly
- During each quarter, please concentrate on several key focus areas which are designed to help your club **STRENGTHEN** retention, while also **ATTRACTING** new members to your club.



Quarterly Focus Areas

- July, August, September - **CLEAR COMMUNICATION**
- October, November December - **MEMBER VALUE AND BENEFITS OF BELONGING**
- January, February, March - **DIVERSE AND INCLUSIVE PROGRAMMING**
- April, May, June - **PROFESSIONAL DEVELOPMENT**



Juniorettes

Presenter:

GFWC Juniorette Chairman, Darlene Adams



Why Start a Juniorette Club?

- Increase membership numbers
- To secure our future Federation



What Can We Offer a Juniorette Member?

- To contribute to a meaningful community life
- To become aware of community problems and how they could be met
- To learn the pleasures and rewards of working with a group
- To learn how to become advocates through civic engagement
- To develop their leadership skills



GFWC Junior Leadership Certification

- 6-month program
- 8 categories to choose from
- Benefit?
 - Another way to engage them
 - Gain additional leadership skills



How Do I Start Forming a Club

- Commitment from an active GFWC sponsor club
- Dedicated member to become the Juniorette Advisor
- Decide your target group
- Suggest a nomination process



Now what?

- Use the GFWC Manual, under “The GFWC Member and Club”
- Network with Juniorette Advisors



Programs? Projects?

- Find out what they are passionate about
- Vision Boards
- Set up opportunities to engage with businesses, civic leaders





ARE YOU READY TO START A JUNIORETTE CLUB?

Darlene C. Adams, GFWC Juniorette Chairman
darlenecadams.gfwc@gmail.com
(601) 590-0251 cell



ACTIVITY

We will be brainstorming on:

- Club Culture
- Retention Tactics
- Recruitment Ideas





THANK YOU!

Karyn M. Charvat, Chairman; GFWC Great Lakes Region

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Nancy Burdick; GFWC Western States Region

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Darlene Adams, GFWC Juniorette Chairman

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Words to live by

- Always keep your eyes peeled for new members
- Taters gonna tate
- And never, ever forget - you are ONE HOT POTATO!

2024 Convention Membership Workshop Script

OPENING SLIDE:

KARYN – INTRODUCTION TO THE WORKSHOP AND COMMITTEE INTROS

Ladies, welcome to:

Hear Today, Here Tomorrow: Membership Strategies to Strengthen Your Club!

SLIDE 2: Throughout this entertaining and interactive workshop session, you and your club members will learn various tips and strategies to help develop a world class membership retention & recruitment program!

You'll first hear from various members who reside in all clubs and learn how to better manage challenging situations and scenarios BEFORE they become conflicts.

You'll learn how to improve your club's culture and ensure each member feels valued and appreciated which will help you RETAIN members.

And, we will share new and fun ways to strengthen your RECRUITMENT efforts and grow your membership! We will also hear from our Juniorette Chairman and work collaboratively for a bit before we conclude this morning.

How does that sound? GREAT! OK – let's get started. I'm going to now ask you to take a trip with me....a trip to 1234 Main Street, in Anytown, USA where the June Meeting of the GFWC Tater Club is about to get underway.....please allow me to give you all a sneak peek at who is in the room.

SLIDE 3: SKIT – 10 MINUTES

(KARYN WILL INTRO EACH MEMBER OF THE GFWC TATER CLUB, PLAYED BY MEMBERS OF THE MEMBERSHIP COMMITTEE)

Hazel "Hezy" Tater When Hezy is asked to help out at service projects, she knows she should, but she always puts off signing up and then is unavailable.

Suzi "Speck" Tater Speck's favorite phrase is: "I love work; I can watch others do it for hours." She doesn't get involved, but she's a great observer.

Annie "Agi" Tater When Agi was in school, she got poor marks on "plays well with others." Agi is continually in conflict with others, and always seems to be involved in strife and division.

Cathy "Carmen" Tater Carmen has an opinion about everything, and you never need to ask what she thinks because she's the first one to tell you.

Denise "Dik" Tater She's the self-appointed potato who feels everything should be done her way. She never serves or works; she just bosses others.

Sara "Sweet" Tater This is the only cordial and cooperative member of the Tater Club. Sweet Tater is the ideal club member! She has a great attitude, is committed, supportive, and involved. She doesn't dictate, hesitate, commentate, spectate, or agitate!

Faith "Facili" Tater She is a tremendous leader and serves as President of the Tater Club. She knows how to manage all taters, making each one feel as though they are a valued member of the family. THIS IS THE SECRET TO SUCCESS LADIES! Let's give it up for our TATERS!

Now let's look in on our GFWC TATER Club as they begin to discuss an open motion on the floor:....

Facili Tater: Ladies, the motion has been made that we change our usual fundraiser of a quilt raffle to selling our locally grown blueberries. This

would be a one-day Blueberry Bash Event and not only would it be something new and blue, but it would also support our local farmers.

Carmen Tater: Oh I think this will be fantastic! My cousin did this in Treeville and they did a Strawberry Festival - it was so much fun, everything was pink and red and smelled like strawberries! There was strawberry pies, cakes....and WINE....(DENISE DIK TATER CUTS HER OFF)

Denise Dik Tater: Ok, well Madam President, before you even get started assigning roles, I already know what we need for this Blueberry thingy, whatever you're calling it (under her breath – ***we all know there could be a better name than Blueberry Bash***). I'd be happy to take charge!

Facili Tater: Thank you Denise (Dik Tater) but we aren't quite ready for that! As I was saying, we can incorporate everything blue. Blueberry muffins, blueberry pies and jam. Maybe blueberry t- shirts and similar fun items. Carmen and Sweet, you two have such a nice way with people, maybe you could go out and get some sponsorships for the event. Make it a real community-supported event!

Sweet Tater: Of course, I can help wherever and whenever you need me! I can bring muffins too for everyone. Oh, and coffee of course.

Carmen Tater: Of course, Sweet and I can take care of that. I've lived here all my life, I know everyone and I just LOVE talking to people!

Facili Tater: Great! Now we have a suggested date of July 24th. Are there any other comments?

Agi Tater: What about the quilt raffle? Are we just going to quit it all together? Maybe Denise is right, I'm sure there is a better name for this event than Blueberry Bash...Can we sell quilt tickets at the Blueberry Thing?

Hezy Tater: I can help out that day wherever you need me! (Pause) Oh, but not in the morning. I have a doctor's appointment. Anytime in the afternoon would be fine, unless my daughter needs someone to babysit or something else comes up. Just put me somewhere and I will come if I can!

Suzi "Speck" Tater: Madam President, I'd be happy to check in the taters and make sure everyone is where they're supposed to be. I like a role that is a bit behind the scenes.

Agi Tater: Well, some of us just like selling quilt tickets. There is no mess and we can have lots of time to get rid of our tickets. Someone has to set up and who is going to clean up? This sounds like a lot of work. Some of us can't stand out in the sun all day. We should just stick with tradition.

Carmen Tater: On second thought, I don't think the farmers will agree to us selling their produce. And what about the health department? I remember my cousin ran into a lot of issues. I think we should limit who can sell and what items. I don't think this will be approved by the city. Has anyone called the city...

Denise "Dik" Tater: (CUTS OFF CARMEN AGAIN) Well, as I said, I've headed a lot of the club fundraisers and I can take charge of the project. I am happy to share my expertise and since I know everyone, I can assign them jobs best for them.

Sweet Tater: " I think this is a lovely idea. The community is ready for something new and our GFWC goal is to support and help in our community. I'm sure the blueberry farmers would love for us to sell their blueberry brand because we reach so many people. I can make a quilt to sell and I'm happy to work on set-up and clean up. Does anyone need a ride? I can pick you Taters up if needed.

Facili Tater: Thank you for this lively discussion, Taters! I don't see why we can't have Sweet Tater make a blueberry themed quilt that we can then raffle off, thank you for offering! And Annie, you can head up the Raffle team and sell tickets at the event!

Carmen, if you would, please talk to your cousin and ask her to please share her process and procedures for getting health department and municipality approvals! We would love to learn from her experience!

Denise, would love to tap into your expertise and experience and would love it if you'd consider co-chairing this event with me! I think it would be best if we collaborate and work through this new event so that we both can handle any unforeseen challenges or pitfalls together!

Suzi - would love for you to be our greeter and if I could also ask you to check in our vendors, that would be such a big help!

Suzi "Speck" Tater: Perfect! I just love people watching!

Facili Tater: Is there any other discussion? Hearing none, I will repeat the motion - it has been moved and seconded that we change our usual fundraiser of a quilt raffle to hosting a new event highlighting and selling blueberries and blueberry-themed items with our profits going to our local blueberry farmers. All in favor, please say AYE. All opposed, please say NAY. The AYES have it and the motion carries - now let's go sell some blueberries!

KARYN: Ahhh....all well that ends well in Anytown, USA! Now, ladies, we ALL know the TATERS as they all reside in each of our clubs. But as leaders, it is our job to seek out each one and see how they can best fit in. You see, I did NOT say, ***how they can be USED.***

HOW THEY CAN BEST FIT IN.

For every member brings to us unique gifts and talents. Some will never choose to share them..they simply want to be in the club for social reasons, helping out now and again and attending where they can. And some will indeed break out a bit, and choose to serve in a leadership capacity or role by serving on a committee or as an officer.

If you take anything away from today's workshop, please remember this - EVERY MEMBER MATTERS. Each one is a member of your family. Therefore, they must be valued and treated as such.

For if they are not...we know what happens. They leave.

But that is only if you are LUCKY! Many times, **THEY STAY**. They stay and spread negativity and dissension, while leads to bad feelings and misunderstanding, and worst of all....APATHY.

Having an apathetic membership is very challenging. What does that look like, you may be wondering?

It means having a membership that shows little interest, enthusiasm, or concern about the club's activities and goals. And it is very hard to course correct due to the lack of engagement by the members.

SLIDE 4: How to prevent APATHY? By creating programs to educate, engage and empower your membership from within. Here to talk RETENTION with you this morning are Nancy Burdick, Jan Hanson, and June Ferguson.

RETENTION – 10 MINUTES

SLIDE 5: NANCY: FIRST - EDUCATE YOUR MEMBERS.

Research shows that a positive program on the benefits of belonging to GFWC can increase a club's overall retention rate. This type of program, or a "Federation Refresher," is essential for instilling a sense of pride and purpose in both new and seasoned members. All members should be knowledgeable about GFWC, which offers many programs designed to keep members informed and connected. In any refresher, include information on why Unity in Diversity was chosen as the GFWC motto and why it is as important today as it was when it was adopted at the first GFWC Convention. Other suggestions:

Create one-on-one connections with GFWC:

- Encourage attendance at District, State Federation, Region, and GFWC meetings - Plan to go to every GFWC meeting with a full car! Make every trip an adventure.
- Invite a State Federation Officer or another GFWC leader to speak at a club meeting. Use the speaker's area of expertise as the theme for the meeting.

Celebrate GFWC:

- Celebrate GFWC Federation Day on April 24 by organizing and conducting a fun community service project. Wear GFWC emblematic apparel so the color becomes associated with club events.
- Ask the mayor to designate April 24 as GFWC (insert name of your club) Day, to recognize the contributions your club has made to the local community.

SLIDE 6: JAN: Next, ENGAGE YOUR MEMBERS

A stable core of experienced members is the backbone of every club. New members can lean on and learn from members who have an institutional memory and history. To engage your members, your club should ensure an

atmosphere of fellowship and friendship and provide varied opportunities for them to exercise their talents and abilities. Members need to feel useful and have a continuing reason to belong. Find ways to use the talents of ALL members and engage every member in club projects to avoid conflict. Adopt or adapt these suggestions to revitalize and engage your members:

- Encourage member input through a suggestion box, surveys, one-on-one calls, or by having an informal chat session at a club meeting.
- Establish and maintain an effective system of communicating with members
- Keep club projects fresh, relevant, and interesting. When members begin to tire of a project, it is time to change it.
- Initiate brainstorming sessions to give all members a voice in club activities and promote a sense of club ownership.
- Keep a tab on member satisfaction with periodic surveys. Individual interests change with time as members grow and evolve.

Ask for and try to implement member suggestions to keep your club happy, strong, and growing. Each club and community is unique!

SLIDE 7: JUNE: Finally, EMPOWER YOUR MEMBERS!

Respect the limits of your members' time by being flexible and efficient, and they will be more likely to make GFWC a permanent fixture in their lives.

- Schedule meetings at a time that accommodates as many members as possible or consider a "Morning Division" and "Evening Division."

- Email the Treasurer's Report and minutes of the last meeting prior to a regular meeting so they can be reviewed in advance for corrections and/or additions.
- Use committees to consider preliminary planning and develop a project proposal to present at the meeting. The time saved through such committee brainstorming minimizes the length of the meeting.
- Keep reports brief and to the point by sharing lengthy program considerations and project and personal news in the club newsletter.
- Schedule a period of social time with refreshments before or after the business meeting, so members can attend as their time allows.
- Consider scheduling some social opportunities outside of meeting times. These opportunities can be on a regular basis, like a "Morning Moms" group that meets once or twice a month for coffee after dropping children off at school, or intermittent, such as an impromptu lunch or after-work "wine down." Or, invite members to start a yoga group, book club, or other common-interest activity.

MAKE IT EASY TO RENEW! When it is time to pay club dues, make the process as easy as possible for members, like offering an online payment portal.

All of this information is in the online handout as well as in the 2024-2026 Club Manual.

SLIDE 8: KARYN: Thank you ladies very much! Now here to present some RECRUITMENT EVENT IDEAS as well as the 2024-2026 RECRUITMENT CAMPAIGN, here are Nicole Braun, Kim Fulcher, and Debbie Fiore.

RECRUITMENT – 10 MINUTES

SLIDE 9: NICOLE: Hello Ladies! Here are two words we would like you to remember when looking to strengthen your membership recruitment programs.

BE INTENTIONAL.

In everything you do, be very focused on your goal which is to increase your membership. In order to achieve this, you **MUST** promote the club in every interaction you have with your community.

Here are some suggestions from a clubwoman in my state that helped a club get back on track with membership, and assisted them in recruiting 80 new members!

BE INTENTIONAL WITH MARKETING. Include a QR code on flyers, brochures, event postcards, etc that will link the user directly to your ABOUT US or Membership Inquiry Page on your website. It is all about making it EASY for them to find you and join.

BE INTENTIONAL WITH COMMUNITY EVENTS. This particular club also entered a city sponsored pumpkin decorating contest - they decorated it like a librarian holding a library (because their clubhouse was the 1st library) with books and frames that were named for our CSPs and Signature Programs.

Other ideas: Decorate a float in your town parade. Sell refreshments at town festivals (don't forget your QR codes!). Host a Trick or Treat walk, highlighting merchants/sponsors in your town.

BE INTENTIONAL WITH SOCIAL MEDIA. Challenge members to tag at least 3-5 friends when sharing their invitation to their upcoming meeting. Once at the event, ask members and guests to share posts and photos and invite others to join the next event.

KIM: Also - use social media as a platform to post notices of monthly meetings, club events, special events for the public to see. Include how to contact the club or a designated person if someone has interest or questions. Great club/special event ideas are fundraisers such as flower/plant sales, charity gala/fashion show, or raffles for bourbon (HUGE in NC right now), etc. that anyone can participate in. Share where the proceeds will benefit - if a local organization most will know of them and

will want to help the cause. The excitement really does bring in new members!!

SLIDE 10: KIM: BE INTENTIONAL WITH RECRUITMENT. Make it easy to join the club - state club requirements and dues on your membership page and offer a downloadable application or better yet - offer an online application.

BE INTENTIONAL WITH YOUR MEMBERS' TIME. Hold service projects and/or collection of items at each meeting, giving members another reason or purpose to attend. Invite the receiving organization to attend as well so the club hears briefly from an outside speaker on how the membership is helping to impact their organization THAT DAY.

This keeps business shorter, highlights the service and social aspect of membership, brings in a speaker and allows time for any crucial business that must be handled.

BE INTENTIONAL WITH REWARDS. As an incentive for club members - raffle off a year of their dues! Each time a member brings in a prospective member, her name goes into the raffle. At the last meeting of the year, one name is drawn and the club pays her dues! OR award a gift basket of gift cards from merchants in your community.

Lastly - remember that attracting and recruiting new members will require some clubs to take down previous barriers to membership. Note - many clubs have bylaws that require new members to be presented by approval, attend a certain number of meetings before joining, etc. This is a great time to discuss updating those policies - especially if they currently are NOT being followed.

You may wish to hold a special meeting with your current membership to outline new ideas or concepts to ensure the majority of your members are on board. Very rarely will EVERYONE welcome change, but you can make every effort and attempt to involve everyone in the discussion, debate and process of adopting new policies.

SLIDE 11: DEBBIE: Thank you Nancy, Jan, June, Nicole and Kim! Such great ideas! Now, I'd like to review how we'd like you to TRACK AND REPORT all those new members with a twist! During this administration, we encourage you to build membership and continue to track and submit the number of NEW members joining your club quarterly.

In addition, this committee is asking you to concentrate on these **internal focus areas**, which are designed to help your club strengthen membership **retention**, while also attracting NEW members to your club.

Clubs that are successful in securing **three new members** from their recruiting efforts will be featured in *News & Notes*, so please report your hard work in membership!

SLIDE 12: We are asking right out of the gate when you return home from Convention and get back into club work to focus on **CLEAR COMMUNICATION - during July, August, September.**

Concentrate on providing your members with regular 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 they may have. *Report NEW members gained during these three months to GFWC on October 1*

October, November, December

During these three months, 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 NEW members gained during these three months to GFWC on January 2*

January, February, March

During these three months, Focus On: Diverse and Inclusive Programming

Be sure you are considering all members' needs when organizing your calendar of events and activities. Ensure club programs are accessible and open to a diverse membership base. *Report NEW members gained during these three months to GFWC on April 1*

April, May, June

During these three months, Focus On: Professional Development

Offer leadership workshops and seminars or training that could contribute to your members' personal growth. Provide access to tools and resources that can help them advance in their careers, such as project management and public speaking. ***Report NEW members gained during these three months to GFWC on July 1***

I know this is a ton of information ladies, but this information will be available to you in our online handout as well as in the 2024-2026 Club Manual.

SLIDE 13: KARYN: Thank you, Debbie! So important to report our new members while focusing on retention and we hope these focus areas help you achieve success in BOTH areas! Now - moving on....No other GFWC program invests in our future as much as our Juniorette level of membership does. Here to present this morning on our Juniorette Program is GFWC Juniorette Chairman, Darlene Adams.

JUNIORETTES – 10 MINUTES

SLIDE 14: DARLENE:

Why do we want to start a Juniorette Club?

Some state federations would encourage their clubs to do this to get more membership numbers. Others state federations say, "When we build Juniorette Clubs, we are building our future. Both are correct, but, what do you say? Or better yet – approach it like this:

SLIDE 15 What can we offer a Juniorette Member?

Let's face it. Our youth are busy, I believe busier than we ever were. So, if we want them to add another activity on their long list, we better make it interesting to them. Give them an opportunity to contribute to a meaningful community life.

How do we do that? Get speakers and go on field trips where the needs of the community are addressed. I've been a Juniorette Advisor for the last

eight years, and I can assure you, this generation wants to make a difference. They have more in common with the greatest generation than any other generation that has come along. There are studies that prove this generation is choosing careers that have more meaning than money.

As a Juniorette member, introduce them to their local city and state politicians, their state legislators, School Board members, etc. See or learn what your members are passionate about and let them become familiar with the GFWC Legislation Action Center. Give them opportunities to advocate for issues where they want to change or support a bill. My Junioresses have written two resolutions, one that has been passed by GFWC and another recently pass by their state federation and will be forwarded to the GFWC Resolution Committee. Let Junioresses know their voices CAN be heard! Also, as a federated Juniorette Club, there is the Leadership Toolkit to develop their leadership skills. Develop their skills by letting them take charge of their meetings and projects through teamwork. This will build their confidence as you standby in the advisory capacity as needed.

SLIDE 16 Another gem GFWC offers is the GFWC Junior Leadership Certification Program. It is a six-month program and you only have to choose six categories out of eight available. These can be broken up at six different meetings. The benefits for participating in this program would be another way to engage your members as well as for them to gain additional leadership skills.

SLIDE 17 Now that you know why you should start a Juniorette Club and what you can offer Juniorette members, next you may ask: How do you form a club?

You must have an active GFWC Woman's Club or Junior Club serve as their sponsor club. You must have a dedicated member from the sponsor club serve as the Juniorette Advisor.

Decide who is your target group. Juniorette clubs are comprised of members from 7th through 12th grades. Some sponsor clubs put all ages together, while some separate the middle school/junior high members from the high school members.

One thing I highly suggest is to use a nomination process when soliciting members. Think about it – we appreciate what is highly valued. Schools have organizations such as the Honor Society, Beta Club, etc. that selects its membership through a nomination process, usually nominated by their teachers. When asked to join, it is considered a privilege and most usually accept.

Same with starting a Juniorette Club. Send Invitational letters to sponsor club members, teachers, administrators, business and community leaders asking if they would nominate someone, along with a brief bio of why they would make a good member. You do not have to refuse anyone, but you are allowing the potential member to know that they were nominated and through their qualifications, they were selected.

Send a nice welcome letter with this information of how they were nominated and selected, as well as a little about the federation, monthly meetings and what they can expect. Allow them to contact you to accept or refuse. Through this process, I have had 100 percent acceptance.

SLIDE 18 You have members, so now what?

Use the GFWC Club Manual, under “The GFWC Member and Club,” there is a Juniorette section with information to get you started with your first meetings.

SLIDE 19 For program and project ideas, find out what they are passionate about. Let them create vision boards and discuss.

Also, let the GFWC Manual guide you. The same suggested projects for Woman’s and Junior Clubs can be used for Junioresettes. Always give your members the opportunity to engage with business and civic leaders. That opens up a lot of opportunities for your members to serve as well.

SLIDE 20 So, who’s ready to start a Juniorette Club!

KARYN: I DO BELIEVE OUR CHILDREN ARE THE FUTURE, so thank you Darlene! We are so pleased to have you working in tandem with us on the Membership Committee! Now, I'd like to have Bette walk you all through our interactive activity.

SLIDE 21: INTERACTIVE TIME – 35 MINUTES

BETTE: Hello again ladies, As Sweet Tater would say, I sure hope you listen up as I give you these instructions and follow them to the very best of your ability - thank you!

We sat you in groups when you entered the room for a reason! Your row is your group - once we dismiss you, please feel free to move to a comfortable area where you can all see and talk with one another.

Groups 1-3 will brainstorm on **Club Culture** - how to make members feel welcome and how to create an exceptional club experience for your members.

Groups 4-6 will tackle **Retention Tactics**. You've heard some great ones today - but what has worked in your clubs, your states?

Groups 7-9 will brainstorm **Recruitment Ideas**. Same thing - what has worked in your clubs, states in the area of Recruitment?

Your group will have **10 minutes** to brainstorm and record ideas. Come up with one idea or ten - doesn't matter. Just looking for fun, fresh ideas from you all to share with one another!

Please also select someone to share thoughts on behalf of your group. We will then use **our remaining time** to share your group ideas to the larger assembly.

(BETTE will have each group briefly present their ideas, no more than 2 minutes each. Committee members can assist with leading them up to microphone, watching time, etc.)

SLIDE 22: KARYN: Thank you Bette and committee members...LADIES, please join me in thanking the Marvelous Membership Committee by giving them a resounding round of applause for all their hard work and efforts in bringing this workshop to life! Today's presentation, script and handouts will be available to you on EventSquid. Instructions will be sent via email.

SLIDE 23: Here are some parting words to live by ladies....

- Always keep your eyes peeled for new members
- Taters gonna tate
- And never, ever forget - YOU are ONE HOT POTATO! Please grab a gift bag on your way out, courtesy of the GFWC TATER CLUB! THANK YOU!

(COMMITTEE MEMBERS TO HAVE BASKETS OF POSITIVE TATERS AT THE DOOR)