

GENERAL FEDERATION of WOMEN'S CLUBS

www.GFWC.org



A Time for GFWC's Seasonal Recruitment Campaign *Information, Resources, and Tools to Help Clubs Recruit Members*

Based on your feedback, GFWC initiated a new, nationwide membership recruitment initiative, which replaces ACT in OCT. Join GFWC clubs nationwide in our seasonal membership campaign: *Three New Members is a Great Reason to Recruit This Season*. Recruiting members is a year-round process, and our new initiative reflects this. A club that recruits three new members each season will end the year with 12 new members.

To help publicize GFWC's *A Time for GFWC's Seasonal Recruitment Campaign* and assist clubs with their recruitment efforts, we have created this toolkit, excerpted from the GFWC Membership Advancement Guide in the 2010-2012 *GFWC Club Manual*.

For more great ideas on recruiting and retaining GFWC members, review the 2010-2012 *GFWC Club Manual*, available online at www.GFWC.org/ClubManual.

A TIME FOR GFWC'S SEASONAL RECRUITMENT CAMPAIGN REPORT

"Three New Members is a GREAT Reason to Recruit This Season"

To submit the names of those successfully recruited during your membership campaigns, please complete the form below and return it to GFWC Headquarters by the deadlines noted:

Check which recruitment season you are reporting:

- Winter** Flurry of Members (December, January, and February) Report due **March 1**
- Spring** Growing Members (March, April, and May) Report due **June 1**
- Summer** Warm-up with Members (June, July, and August) Report due **September 1**
- Fall** Rake in New Members (September, October, and November) Report due **December 1**

"A Time For GFWC Membership" Membership Campaign

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Club Name _____

City _____ State Federation _____

Club President's Name _____

E-mail _____ Phone (day) _____

Listed below are names and contact information (address, telephone number, and e-mail addresses) of new members recruited as the result of **A TIME OF GFWC MEMBERSHIP** recruitment event (June 2010 through May 2012):

Name _____

Mailing Address _____

City _____ State _____ Zip Code _____

Phone _____ E-mail _____

Name _____

Mailing Address _____

City _____ State _____ Zip Code _____

Phone _____ E-mail _____

Name _____

Mailing Address _____

City _____ State _____ Zip Code _____

Phone _____ E-mail _____

Please use additional sheets if necessary.

INSTRUCTIONS FOR GFWC'S SEASONAL RECRUITMENT CAMPAIGN REPORT

Reporting Your Successful Recruitment Event and Results

Reports should include:

- Club name
- State Federation
- Club president's name, phone number, and e-mail address
- Names and contact information of new, dues-paying members that joined in the appropriate recruitment season
- The reports can include narratives of the recruitment campaign and/or event as an attachment to the form.
- Please submit a report even if you did not gain three new members—EVERY NEW MEMBER COUNTS!

For recruitment events held in:

Winter (Flurry of Members—Dec., Jan., and Feb.)

Spring (Growing Members—March, April, and May)

Summer (Warm-up with Members—June, July, and August)

Fall (Rake in New Members—September, October, and November)

Reports due to GFWC Headquarters by:

Report due March 1

Report due June 1

Report due September 1

Report due December 1

Recognition

Clubs achieving and reporting **three** new members, as a result of their seasonal recruiting efforts will be recognized in the *GFWC Clubwoman Magazine*.

Reporting New Members to Your State Federation

Please follow the guidelines for your state when sending in dues, names, and contact information for your newly recruited members.

A TIME OF GFWC MEMBERSHIP SUGGESTIONS

Winter is a time for a "Flurry of Members"

The winter months bring us short days and long nights, as well as colder weather. Winter is a time for good food, friends, and dreams of warmer weather. This is the time to be planning recruitment events and welcoming new Federation sisters. New members are the seeds that will bloom in our GFWC gardens for years to come.

"Every gardener knows that under the cloak of winter lies a miracle...a seed waiting to sprout, a bulb opening to the light, a bud straining to unfurl. And the anticipation nurtures our dream."

—Barbara Winkler

December

Safe Toys and Gift Month and Chocolate Day–Host a “*Gift that Keeps on Giving*” party and invite members and potential members. Ask each attendee to donate a toy that can be donated to a local domestic violence or homeless shelter. Display a membership exhibit board and include pictures and information about club projects. As you wrap the gifts, share with guests that the gift that keeps on giving is GFWC membership and making a positive difference in the community and the lives of others. Send each attendee home with a gift package of chocolates and club information including the details for the next club meeting.

National Cookie Day–Host a cookie exchange event and ask current and potential members to bake a pre-determined amount of cookies and bring a non-perishable food item. Explain that dozens of cookies and the food items will be donated to a local food pantry. Busy women go home with an array of home-baked cookies and know that their time was well spent helping others.

January

National Get Organized and Self-help Group Awareness Month–Host a “*Kick-off the Year and Volunteer*” event and invite current and potential members. Everyone makes resolutions about what they hope to accomplish in the next year. Educate potential members on how club programs and Federation sisters are just what they need to improve their lives. Speakers could be on topics such as organizational skill building, financial planning, and healthy living. Be sure to include a healthy dose of food, Federation facts, and fun.

A wonderful way to warm a cold January night is with “*An Evening of Coffee and Chocolate.*” Serve varieties of coffee and chocolates, and invite a pastry chef or barista to provide a presentation to current and potential members on chocolate and coffees. Include informational club and GFWC materials and an invitation to come to the next club meeting.

February

Plan a “*Let the Good Times Roll*” event with a Mardi Gras theme. Focus on the fun of Federation playing Federation fact games, giving beads and trinkets as prizes. Share with guests past projects, programs, and social events enjoyed by members. Celebrate **National Cherry Month** by serving all cherry snacks and desserts.

Heart Health Month–Host a “*Volunteering Moves the Heart*” event and have a speaker discuss the number one killer of women: heart disease. Serve healthy snacks, and promise to share the recipes at the *next* meeting. Take this opportunity to celebrate “Plant the Seeds of Greatness Month” by brainstorming new community service projects. Give each attendee a packet of Forget-Me-Not seeds with a label including club

and contact information. Seeds of volunteerism will be planted, and guests will want to come back for the recipes and to help work on the projects they helped germinate.

Spring into Action and Start “Growing Members”

Spring is the time when the weather warms, and we feel a sense of resurgence and renewal. This is when seeds are planted and many flowers bloom. All GFWC members should concentrate on cultivating our club gardens and growing new members.

Gardening is a way of showing that you believe in tomorrow.

–*Author Unknown*

March

National Craft Month—This one’s for the girls! Host a Mother’s Day card-making event. Invite potential and current members to invite their daughters and or granddaughters to craft handmade cards for a domestic violence shelter. The unique cards would be given to the children in the shelter to give to their mothers. Not only will this event strengthen bonds between the crafters, but it will also instill a sense of volunteerism. This hands-on project will promote the good works of your club to attract new members—and could even be the start of a Juniette club.

National Women’s History Month—A perfect time to spotlight the accomplishments of your club is National Women’s History Month by hosting a “My Biggest Achievement” event. Invite members and guests to share what they believe is their own personal historic moments as a women, *not* including their marriage or children. Show the history chapter of the GFWC DVD and provide a display that highlights GFWC and club information, including the club’s current and past community projects. Share information on how the GFWC Women’s History and Resource Center is ensuring that women are written into history. Explain that the GFWC Women’s History and Resource Center collects, preserves, interprets and promotes the history of GFWC and women volunteers. What guest could resist joining such an essential part of their community?

April

Earth Day—Celebrate Earth Day by planning eco-friendly activities for your members and guests. You can plant trees in a park, participate in forest restoration projects, and seed urban gardens. Plan a day to have members and guests change the light bulbs at your local homeless shelter to the energy efficient bulbs donated by your club. Encourage your members and guests to do the same in their own homes. Plastic shopping bags are a big garbage, recycling, and environmental problem; it takes 1,000 years for a bag to break down. Celebrate Federation Day, and host a green sewing day. Invite members, friends, and guests to a day of crafting reusable shopping bags to take to the grocery store. You have planted the “green” seed. Serve

a green salad and soup lunch following the activity. The club's environmental activities will not only encourage your guests to become members of the "Green Generation," but also GFWC members!

May

Celebrate National Hamburger, Salad, and Clean Air Month—Hold a backyard barbecue guest night. Serve, what else—burgers and salad! Include an informational display regarding your club and GFWC, and members and guests will share federation facts, fun, and food. As an incentive, hold a drawing and provide one prospective member with a complimentary year of membership in your club (or a discount on dues) if she joins.

National Bike Month—Hold a bike safety check at your local elementary school and partner with your local police department. Wear apparel that identifies you as a GFWC club and provide information about your club and GFWC with the certificate of inspection.

Summer is a "Great Time to Warm-up with New Members"

Summer is the warmest of the four seasons. It is marked by the longest days and shortest nights. Most schools have a summer break to take advantage of the warmer weather and longer days. Members of the General Federation of Woman's Clubs can take advantage of this special time of year to pursue and recruit new members, while at the same time enjoying some fun, productive time with the ones you already have. Take advantage of the longer days, and plan some excellent activities to pamper your current members and entice new membership.

June:

Great Outdoors Month and **National Rivers Month**—Plan a "Pick-up Picnic." Find a river, lake, or park in your area that could use a little TLC, and invite friends to join your club for light clean-up and relaxing picnic. Make sure that the guest "picks up" club literature and you offer to "pick them up" for the next meeting.

Perennial Gardening Month and **National Rose Month**—Plan a "Bloom Where You're Planted" day. Find a spot in your community that could use a little beautification. Have your club members bring a plant and friend. Let your membership grow.

Children's Awareness Month and **Dairy Month**—Plan a "Sundaes at Sunset" social for families and their children. Provide games and offer story time after everyone enjoys their homemade ice cream sundae. Club members are encouraged to invite everyone they know with children and/or grandchildren. Sprinkle the social with Federation facts and enjoy the sweet rewards of new members.

July

National Cell Phone Courtesy Month and **National Grilling Month**—Plan a cookout, contact all the women in your cell phone contact log, and invite them to join you. This could be a fun way to cook up some new members by hosting a “*Grill the Text Dinner*.” Collect and donate all old cell phones to a domestic abuse shelter.

Purposeful Parenting Month and **National Make a Difference to Children Month**—Plan a “*Non-Birthday Party*” for all the children your club members know, and invite their mothers to a fun time all without the pressure of gifts. Just celebrate the joys of childhood. The biggest gift for mothers would be GFWC membership—the gift that keeps on giving.

National Culinary Arts Month and **Social Wellness Month**—Plan a dinner in a restaurant where you can show off your culinary gusto. Don’t forget to invite potential members to join you and share Federation friendship stories. This event is a great way to recharge your batteries and attract new members. Remember to thank the chef for a wonderful meal that you didn’t have to cook!

August

National Women’s Month—Plan a “*Pamper Yourself*” party. Invite all the women you know to an evening of spa treatments along with some great fun and fellowship while you celebrate being a woman. Give each guest a goodie bag with candy kisses and club information.

What Will Be Your Legacy Month—Plan a “*You Too Can Make a Positive Difference*” event. Challenge members to each bring at least one guest, and celebrate the accomplishments and legacy of one of GFWC’s most famous members, Eleanor Roosevelt. Show the GFWC history chapter of the GFWC DVD and brainstorm on a community improvement project that will enhance the lives of others and ensure the legacy of your club.

Fall is a Great Time to “Rake in New Members”

Autumn brings cooler temperatures, and GFWC members turn their attention away from vacations to activities in our GFWC clubs. Most ancient cultures featured autumnal celebrations of the harvest, often the most important on their calendars. Take this time to plan recruitment events harvesting new members, giving thanks for your bounty and celebrating your accomplishments.

“The season for enjoying the fullness of life—partaking of the harvest, sharing the harvest with others, and reinvesting and saving portions of the harvest for yet another season of growth.”

—*Denis Waitley*

September

Back to School—Host a light breakfast for parents on the first day of school, and publicize that your club is requesting donations of school supplies for children in Afghanistan and/or Iraq, low income areas, or homeless or domestic abuse shelters. Your club's informal gathering can help ease the separation that some first-time parents experience when sending their children to school, and it is also an opportunity to explain your club and projects. This breakfast is a perfect way to recruit mothers that may now have some extra time on their hands.

Johnny Appleseed Day—September 26, is the day to celebrate the apple and its origin. Celebrate this special day with an apple dessert-making event. Clubs could invite local pastry chefs to whip up their best apple creation for potential and current members to enjoy. Promise recipes at the next meeting!

October

Breast Cancer Awareness Month—Clubs can sponsor a walking team or staff informational booths or water stations for participants involved in one of the many breast cancer events during this month. Hold an all hands on board membership event such as making breast cancer pillows and invite local women to help. These events provide an opportunity to meet hundreds of caring and dedicated women and promote your club at the same time.

Domestic Violence Awareness Month—During October, clubs may host showers, organize a wish list collection, and hold informational programs on domestic violence. Invite local officials to speak about domestic violence support programs in your community. Sponsor a Halloween party for children in a domestic violence shelter and involve the parents in a fall craft-making project.

November

Veterans Day—November 11, celebrate Veterans Day in your local community by inviting women veterans and women in military service to a tea in their honor. This special event shows your gratitude for their service and is an opportunity to share the club's service to the community.

Chicken Soup for the Soul Day—November 12, Chicken Soup for the Soul Day, was created to celebrate who you are, where you've been, where you're going, and who you will be thankful to when you get there. What a wonderful day to celebrate your clubs and GFWC's past, present, and future. So whip up some chicken soup; invite past, current, and potential members; and have a party.