



GFWC Membership Report

**October 15, 2016 - GFWC South Central Region Conference -Doubletree by Hilton Lafayette – LA
Presented by: Penny Peterson, GFWC Membership Committee Member**

Madam South Central President, Madam GFWC President, Madam GFWC President-elect, and Federation Sisters.

Our Campaign for 2016-2018 is GFWC Membership-The Real Deal

How about us playing a quick game of cards? On your table are decks of “Go Fish” card which celebrates our first recruitment campaign “Go Fish for Members” that end in September. Within your deck of cards is a surprise that is not like the rest of the cards. As you find it, please stand and remain standing until all have found the special cards. You have 3 minutes, please begin. Have Fun!

Time is up. The surprise cards are from the new GFWC -The Real Deal Membership Playing Cards. We have taken GFWC members from all over the country and Aruba and asked them how they feel about GFWC. There are no two alike and they truly are inspirational. ***I'm sure you recognize a few of the ladies!*** Think about what your response might be. Let's take a minute and quickly read the response from the person pictured on the card. Let me know if you have a response different than the responses given by the person pictured on the card.

Would you like a set of these cards? They are available at the GFWC Marketplace for \$5. I know you're wondering what can we do with these cards? Here are a few suggestions:

- 1) ***Host a new member orientation*** and discuss the cards and also how you feel about GFWC.
- 2) At every meeting use the cards to ***promote goodwill and discuss the positive comments*** on the cards.

If you have any suggestions, please let me know.

In my remaining time, let's take a quick look at the **RESOURCES** that are right at our fingertips to make this the **best year ever** for gaining members.

- 1) ***Wearing our GFWC pins and knowing our elevator speech*** allows us to “Go Fish for Members!
- 2) ***GFWC's ACE of Hearts is our history and the value of GFWC*** - We can promote the history and the value of GFWC by understanding our great history and accomplishments and by promoting the wonderful projects we have completed over the last 126 years.
- 3) ***GFWC's Diamonds are you and I and our current members*** - Every effort must be made to **retain** the valuable members we have today. Even our wiser generation members who are unable to attend meetings are more than eager to send cards or make phone calls. Ask our

GFWC Diamonds to help create a history of your clubs, districts, counties and states for the Women's History and Resource Center or speak at a meeting about life in the club when it started.

What else can we do? - Let's Bridge the Gap! How many times have we heard, "I've never heard of GFWC"? Countless times I am shocked at the comment and think what we could do to change that. New members need to be mentored to understand our history and to help make new changes in our country. No idea too bad. Take the time to listen and ask our Diamonds to listen in as well. Tell the members, "What a great idea!" and develop and plan with the entire club. Have Diamond members mentor new members with confidence and enthusiasm. Always encourage flexibility in our clubs.

Recognize and reward members for everything they do often. We like to receive praise no matter how small or large the task. Reward members for years of service. Remember we have pins at the GFWC Marketplace for recognition.

Let's build a Recruitment Bridge! Host a card party and have information at the meeting to introduce potential new members to your club. Publicize, Publicize, Publicize by newspapers, Facebook, radio, invitations, word of mouth. Whatever it takes! Places that are great recruitment areas: schools, retirement communities, places of work, neighbors, friends, soccer games, in line at the grocery store or at the airport waiting for a flight. I could go on and on. Can you think of a few? Write them down.

We are in a Game of Hearts! We are the strength of our communities in so many ways: cleaning our parks, helping our veterans, feeding our hungry and helping victims of domestic violence. We can establish new GFWC clubs by finding the passion of women of all ages in the area. Be structured and consistent and set goals for your clubs, districts, and states. Let our Hearts beat as one and increase by one new member per existing member for the year. **Set The Goal!** Measure and share the monthly statistics; don't forget the **Recruitment Campaign Forms** and see your club's membership celebrated in **Clubwoman Magazine**.

52 Pick-Up - A Membership Tool is available in our Club Manual to decide what is the best type of club to start. Women's, Junior, Juniorette, National, International, Cyber, Social, Collegiate and so many more. **GFWC offers a Grant** to help fund your recruitment efforts (\$50 per club and \$100 for new club formation). Utilize all the ideas in our Club Manual.

The GFWC Membership Committee has made a commitment to assist you with ideas and suggestions in increasing and retaining your club members. Look for our articles in News & Notes and the Clubwoman Magazine. A monthly GFWC Membership Newsletter is being shared **with your state membership chairman and state president**. I hope your clubs are finding the information helpful with some of your membership activities. Keep an eye out for **more ideas found on the GFWC app, Clubwoman, News and Notes, the Facebook page GFWC Membership-The Real Deal** and in your email, and share your ideas with us.

In closing, the most important thing we would like to share with you is to **be proud and enthusiastic about GFWC. Let everyone knowYou are The Real Deal and they can be too!!**

Thank you and let's show our GFWC Pride!