GFWC WV Ad- In your packet and on the GFWC WV website is a Membership Ad that we want every club to put in their local newspaper in October. You can place the ad once, twice, three or more times. We want to blitz the newspapers to let ladies in our local areas know that we are in their community and we want them to join us.

Find It- Many times we need to go to the GFWC website to find information. I have put together an outline that the clubs can use to quickly locate information on Membership issues, forms, grants, and much more. You will find this information in your packet as well.

## Hashtag #-A hashtag is a unique strategy for categorizing messages on social media like Twitter and Facebook. It is seen as a very powerful marketing tool by businesses. The # symbol is preceding the tag followed by one or more keywords that will properly lead individuals to conversations and discussions pertaining to a specific topic or theme. One hint is to not use any spaces in the words. So, for us you can use #GFWCWV and other can quickly connect with our events.

Inter-Club Activities- On the Superior Club Report Form #4, you will see where you need to report an Inter-Club Activity with a Juniorette, Junior or General Club. Many clubs plan events where 2 or more clubs join together to participate, like a Christmas party, local proclamation signing, movie nights, and so many more events. But some clubs are in areas that another club is not so local. If your club plans to attend GFWC WV events you can write about these events in your report. Don’t report that you attend these events as a leadership event but write about some of the activities you participated in at the events. Like the Bingo last evening- hopefully you sat with ladies from another club and talked about community issues, and gather new ideas from each other. Maybe you shared a ride with another club to this event. Or had lunch or dinner with another club at state convention. Be creative and see what you can plan at the upcoming convention.

Grants-GFWC grants are available to clubs to assist with recruitment efforts and to districts to assist with club building efforts. Funds are designated each GFWC fiscal year beginning July 1 and ending June 30 to help underwrite membership recruiting and rebuilding in your community. GFWC offers $50 for club member recruitment programs and $100 for district new club building programs.

Lifetime Membership- GFWC WV offers lifetime membership to all its members! With a one-time fee of $500.00 you can join 64 ladies in this special group. The $500 goes into an interest-bearing account that is used to pay GFWC and GFWC WV dues of its Lifetime member. Lifetime members pay local club and district dues only. Just a note, some clubs offer lifetime memberships in their own clubs. These lifetime members are not the same as GFWC WV Lifetime Members. When you send in your club dues make sure only the GFWC WV Lifetime Members are marked on the dues form.

Reports- Membership reports will need to be postmarked by February 1st. Make sure to include descriptive information about your club’s membership programs. The more details you can share in your reports make it easier to write the GFWC WV report to the GFWC Membership Chairman.

Star Awards- Star Recruitment Pins and Circles are GFWC’s recruitment incentive for clubwomen. The first five awards, recognizing members that have recruited five to 29 new members, are small, star-shaped pins with a chain that attaches to the stem of the GFWC Member Pin. Members that have recruited 30 to more than 50 new members will be awarded the appropriate color circles to wear behind their star pins. These awards are cumulative and cross administrations. GFWC WV has a master list of recruiters. Send your Star Pin order form to me, your Membership Chairman, and I will add the new member’s name to the recruiter’s list. I will also review the list and have pins and disks ready to present at state convention.

Recruitment Campaign- Recruitment is a year-round process, reporting of new members reflect this fact. Join GFWC clubs nationwide in our popular membership recruitment campaign.

June, July, and August- RETENTION Report due September 1;

September, October, and November- RECRUITMENT Report due December 1; December, January, and February- MENTORING Report due March 1;

March, April, and May RECOGNITION Report due June 1

A club that recruits three new members during each season will end the year with 12 new members!

20/20-Retention is critical to building GFWC. Everyone should have a goal. • Individual members should set a goal to invite at least one prospective member to a meeting. • Every month, ask one long-term member to share the advantages of a GFWC membership at the meeting. • Club Presidents should reach out to other clubs to see what they are doing to gather members. • 20% by 2020 is an attainable goal. For example, if your club has 10 members, a 20% increase would equal two new members. Set a goal and ask our committed members to help increase our GFWC sisters.

Rhododendron- At convention Rhododendron Club certificates are given to clubs that have maintained or increased their membership from the previous year.

Anniversary Clubs- GFWC WV celebrates and acknowledges clubs that celebrate anniversaries starting at 5, 10, 15, 20 plus years. GFWC acknowledges clubs that celebrate anniversaries starting at 25, 50, 60, 70, and every 5 years thereafter. If your club is celebrating an anniversary make sure the Membership Chairman knows by February 1st.

25, 50, 75 yr. Members- Clubs members that celebrate 25 years of membership will be presented with a certificate at the District’s Fall Convention. GFWC WV 50 years members will be presented with a 50-year membership certificate and gold pin at the annual state convention. Members with 75 years of membership will receive a Jubilee pin at state convention.

New Club Application- We are always hopeful to have a new club added to our state federation. If you want to form a new club, look in the directory under State Forms for the Membership Application for New Clubs. You will need to include the application, a copy of the new club’s Bylaws, 2 lists of officers and charter members and dues per member. Send this to the Second Vice President/ Membership Chairman.

Websites- GFWC and GFWC West Virginia have websites. Please utilize them as much as possible. Our webmaster, Karen Henson-Bibbee is working to update the website often. Don’t see what you need- just call the program chairman or any state officer for help.

News & Notes- GFWC offers News and Notes to all members. GFWC’s weekly e-newsletter keeps clubwomen, partners, and friends up-to-date on all the latest GFWC programs, projects, and issues. To receive News & Notes, contact [*GFWC@GFWC.org*](mailto:GFWC@GFWC.org).

Facebook- Facebook is a great tool to get information out quickly! Many clubs have a Facebook page and post photos of projects, events and federation fun events. GFWC and GFWC West Virginia also have Facebook pages. Connect and share information through Facebook.

Communication- Communication is an important tool in any organization. It is a two-way tool. The organization shares information with its members and in return the members/clubs share information with the organization. We are fortunate to have the GFWC West Virginia Clubwoman newsletter. We have heard our members; it is in a transition period and we hope to get a much better publication very soon. And we have heard that the clubs want to hear more from our clubs, and the projects they do. So, share those great projects in our newsletter.

Mentoring- Mentoring is an effective way to promote new members’ involvement. Clubs may call these mentors “Federation Buddies” or “Big Sisters.” A mentor’s responsibilities include explaining your club structure and activities, as well as illustrating how your club fits into GFWC’s overall structure. Develop a process for finding enthusiastic, committed members who are interested in serving as an ongoing source of support for new members

Dues- Do you realize that your annual GFWC membership dues are just $15 a year? Many people spend that much for coffee in a week!

The dues for membership are $21.50 for General Club members, $26.50 for Junior Club members and $10 for Juniorette Club members.

Your dues provide you with: Educational and inspirational workshops, webinars, and discussion forums; GFWC Affinity Programs offer a variety of member benefits and discounts, including travel and tour opportunities, club liability and D & O insurance, a GFWC affinity credit card, and online shopping through Amazon.com.; GFWC Women’s History Resource Center provides tours, exhibits, publications, and interactive history timeline on the GFWC website. They also publish a quarterly newsletter that all members can subscribe to. GFWC Communication Tools offer up-to-date information to keep members and clubs informed and connected: Awards, Contests, and Grants provide recognition and/or monetary gifts to GFWC members, clubs, and State Federations.

Recruiting- Recruiting, welcoming, and incorporating new members into your club must involve everyone. Member recruitment is an ongoing process that requires the focus and commitment of all members. The most important thing during this process is- to be determined to succeed with your recruitment efforts. Without dedication and follow-through, no recruitment program will be as successful as it could be. Recruitment must have the full support of every club member and viewed as a responsibility of all to increase their club’s membership. Refer to the “How to Recruit New GFWC Members” booklet.

Awards- GFWC recognizes State Federations for outstanding projects and clubs for creative projects in implementing effective Membership programs, as follows: • Certificate to one State Federation in each membership category

• $50 award to one club in the nation for project creativity.

Elevator Speech- An “elevator speech” is a brief personal statement about something that is meaningful to you, which can be presented in about 30 seconds—the length of the average elevator ride. Chance encounters at grocery stores, coffee shops, community events, and social gatherings are often great opportunities to share your enthusiasm for GFWC with a potential member. But you have to be prepared. Even if you have more time, boiling down your passion for GFWC to just a sentence or two is a great way to think about the value of your membership.

Promote- The more you TELL, the more you SELL, so tell the benefits of GFWC membership whenever you can. Assure a prospective member that her experience will be rewarding, challenging, and stimulating. Bring GFWC and club promotional materials to all projects and events. Promote membership by wearing GFWC emblematic apparel, pins, and buttons