



## General Federation of Women's Clubs of Massachusetts

Lynne M. Stader, President



### Membership Advancement Guide 2016-2018

Mary Ann Pierce, Chairman

161 Harris Avenue, Needham 02492

mapgfwc@msn.com

781-424-0286 (C); 781-444-3189 (H)

A **strong Membership** is pivotal to all our projects and programs within our clubs and state.

Without new and happy members, our clubs will not survive. We need to create ways among ourselves to keep the membership increasing and clubs from disbanding. How do we do this? Is there a simple answer? No, but together we can meet the challenge together.

- To start, make meetings and events more **interesting and exciting!** **Change** the **time** of day to attract varied ages of members.
- **Challenge** your members to bring possible new members. Offer a free membership (for a year) or ticket to an event to the member who brings in the most new members.
- Good speakers, hands on workshops, potlucks, wine and cheese, paint parties will all encourage membership **retention and recruitment**.
- **Invite** your **State Membership Chairman** and **Officers** to your meetings.
- Let your members know **who** they are, **why** they belong to GFWC and **how** they can participate. Find out what your dues pay for...maybe then you will realize how "inexpensive" your membership is!
- Meet the **Partners** at your meetings! Yes, we have Partners to support: Heifer, St. Jude's, Operation Smile, Shot@Life, Nature Generation, Canine Companions, March of Dimes, Easter Seals, Sew Much Comfort, USO and the list goes on. People from these organizations make great speakers!
- Respect your members time...make meetings **fun, insightful** and **worth their time!** They will return!
- **Mentor** new members. Guide them, encourage them and give them a "Big Sister" to share a ride, sit with them at a meeting and make them feel part of the group! Always **CONNECT** with them!
- **Retaining your members** is as important as recruiting new members! **Keep your members happy!** If you enjoy GFWC, **share the joys of membership** with others in your club!
- A special thought for you to keep in mind: **Is your membership in GFWC important to you?** Are some of the most important people in your life (other than family) in GFWC? These are your **lifetime friends**, your heart sisters. These are the women to rely on when a need arises.

Use the 2016-2018 GFWC Club Manual Membership Advancement Guide available on the GFWC website for more information - <http://www.gfwc.org/>.