Welcome Spring!

Birds are chirping, flowers are starting to bloom, grass is turning green...
Spring brings new beginnings.

The GFWC Membership Committee is pleased to announce that 43 states sent in State Award Entries for the 2022 club year. Now our job has begun, and what a difficult process it will be to select the award winners from so many amazing entries.

We look forward to seeing many of you at the GFWC Convention in Louisville, Kentucky in June!
The critical elements of successful teamwork are trust, communication, effective leadership, and a focus on shared goals with a collective responsibility for success. This collaborative workshop encourages communication, inclusiveness, and decision-making to bring about successful outcomes.
MEMBERSHIP CONNECTION:
AN INTRODUCTION TO GFWC CLUB WORK

by ALISA ESTRADA, GFWC MEMBERSHIP COMMITTEE MEMBER

Imagine if you belonged to an organization or club and only had a vague idea of the responsibilities of membership, its programs, and history. Would you feel a sense of belonging? Would you be motivated to come to meetings and participate in projects and fundraisers? When membership relates to GFWC, it gives a sense of belonging, comradery, purpose, and direction. It’s like the Golden Gate Bridge or the Brooklyn Bridge, connecting two communities together with a two-way street. It is important to provide a foundation for members by helping them to understand the “big picture” of GFWC. When GFWC members are connected and engaged, they become stronger, resulting in a more meaningful impact in the communities they serve, and an opportunity to inspire, grow, and retain our members.

GFWC offers numerous ways to connect with club membership. The best way to start is with the GFWC website, www.GFWC.org, our main source of communication, which provides information on GFWC history, programs, meetings and upcoming events, and public policy issues. Included on this site is the sign-up for the GFWC Member Portal, containing resources for clubs such as membership recruitment and retention, successful club programs, projects, and fundraising models, leadership tips, and just a wealth of information touching every area of GFWC.

From here, follow the link to the quarterly electronic GFWC Clubwoman Magazine (Member Portal>Resources C>Clubwoman Magazine), featuring messages from our GFWC Executive Committee, Community Service Programs, and Advancements Committees, along with articles from the various affiliate organizations sharing tips and program ideas to enhance clubs’ community improvement efforts. Also, club members can subscribe to GFWC News & Notes, a weekly e-newsletter providing timely information and articles directly to your inbox, with highlights of various programs, member and club news, and a link to the “News & Notes Blog.”

GFWC’s Facebook page opened a world of opportunities to engage with membership. Here you will find updates on historic commemorations and current events. Join the conversations and connect with fellow members. Does your state and club have its own Facebook page? What a wonderful way to see the amazing work that is done in communities across the world by GFWC club members.

One of the greatest tools that was introduced during the last administration for keeping members connected and engaged is the private GFWC Advancements and Programs Forum on Facebook. Relevant posts are made daily by the GFWC Leadership, GFWC Membership, and GFWC Communications and Public Relations Committees, including tips, tools, strategies to strengthen and grow your clubs, and an opportunity to share club successes. Monthly Teach it Tuesdays and Thumbs up Thursdays provide fun and encouraging informational videos on the various GFWC focus areas. Consider showing one of these videos at a meeting to spark creative ideas for your club.

There is a big GFWC world out there and educating our membership beyond our clubs will inspire our membership to grow and prosper.
Membership in Motion

By Nancy Ames, GFWC Membership Chairman

GFWC Club membership provides a perfect opportunity to get closer to the community in which you live. Volunteerism broadens your horizons by helping you understand the needs of the population you are helping. Reading or hearing about issues is not the same as getting personally involved. Involvement brings you closer to the families and organizations by giving you first-hand experience and understanding of their needs.

So, why do we volunteer? According to an article written by Stacey Buttel, a career facilitator with Goodwill, and Amber Kosel, an editor, and volunteer in a non-profit animal welfare organization, volunteerism:

• Creates a sense of purpose, becoming something greater than yourself.

• Connects you with others, allowing you to learn other perspectives.

• Sharpens social skills, which benefits both personal and business relationships.

• Improves self-esteem and self-confidence; when you do something worthwhile and valuable for your community, it gives you a sense of accomplishment that is very fulfilling.

• Teaches you valuable skills and builds on ones you already have; for example, when you advocate, raise funds, and raise awareness in any of the GFWC Program areas, you gain communication, public speaking, and marketing skills. You can use these skills to move into a leadership position within your club, district, state, GFWC levels, work, and personal life.

• Gets you out of your comfort zone – a personal challenge for almost everyone.

• Brings fun and happiness to your life – you can pursue your hobbies while making a difference in others’ lives.

GFWC can give you the tools needed to be happy and well-rounded. Building bonds and connections with your GFWC sisters will help you build closer, lifelong relationships.

This is why we do what we do – who wouldn't want to be a member of GFWC!

Retaining Members: Tips to Keeping the Sparkle

By: Linda Kreussling, Membership Committee Member

What do you do about club members you last saw a while ago, or who have just faded away from club work? Every club has members like this, but do club members even realize this is happening?

Look on your club directory and find the member(s) who fit into these criteria. How can we reengage them to feel part of the club? One suggestion is to form a committee that will contact these members to find out why they are no longer attending meetings or volunteering at community events. The chairman should follow up with the president by calling them directly to extend an invitation to join the volunteer efforts. Special attention can be made to allow them to feel connected to the club. A simple phone call, text, or email can go a long way to making members feel needed. Ask them for suggestions to make that connection happen. A volunteer project with a special affiliate close to their hearts could do the trick and gives them a voice in the club project calendar. We all want to feel as though we have a say as to what the club is participating in instead of all the decisions being determined by a few.

Making existing members feel needed is as simple as asking them to join in a project or be a greeter at the door, giving leadership roles to strengthen the organization, or even suggesting she chair a program for a club meeting.

Feeling part of the decisions, making friends while volunteering, and knowing that you are making a difference in our communities is the driving force that keeps membership retention strong, so we all sparkle and shine in our grassroots volunteer efforts.
It's Not What You Said…It's How You Said It

By: Jan Allen
GFWC Membership Committee

Take a moment to view Dr. Albert Mehrabian's 7-38-55% Rule.

Dr. Albert Mehrabian’s 7-38-55% Rule

Elements of Personal Communication
- 7% spoken words
- 38% voice, tone
- 55% body language

This means that only 7% of what we convey is about the words we use when communicating with someone. Thirty-eight percent is about our tone, and 55% is about body language. So, what is email? Email is just words. You cannot see the writer’s face or understand their tone. A telephone call involves tone and words. Here is the formula:

Words + Tone + Body Language = Meaning

One needs to hear the words and tone and see body language to clearly understand what is trying to be communicated. Remember that the more important the message, the more critical it is to have an in-person meeting. If not in person, a telephone call so the respondent can hear the tone. Email is intended to convey short messages. Here is an example: Your club is trying to decide on a fundraiser. The president asks two members to present their cases at the podium. The member suggesting a luncheon fashion show enthusiastically states, “I am so excited to put this fundraiser forward. I have a vendor who will support the fashion show, we can hold it at the VFW Hall, and the club members can prepare the food. We stand to raise much money.” The second member suggesting a spaghetti dinner sheepishly approaches the podium, clears her throat, and states, “We can make the most money from the spaghetti dinner if we cook everything.” Who do you think makes the most impact? Which fundraiser would you vote for?

It’s not what you said, it’s how you said it!
MEMBERSHIP “SPARKLE AND SHINE” RECRUITMENT CAMPAIGN

Join GFWC clubs nationwide in our popular membership recruitment campaign

March, April, and May RECOGNITION
“Diamond - Shine Bright”
Report due June 1

The new fillable Membership Recruitment Form has been updated and is located in the Member Portal under “M”