



# General Federation of Women's Clubs of Massachusetts

Donna M. Shibley, President



## **GFWC Advancement Plans: Membership ~ 2020-2022**

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The General Federation of Women's Clubs is proudly represented in thousands of communities around the world by dedicated volunteers who work to better the lives of others, make cities and towns better places to live, and extend the hand of friendship to those near and far. We are individuals of diverse talents, interests, and backgrounds united by a dedication to community improvement through volunteer service.

### **Ways to keep your members engaged during these challenging times:**

Find the right venue for your **club meeting** that works for your members; is it sitting outside 6-feet apart, maybe a conference call could work, possibly try on online meeting platforms like Zoom, Microsoft Team, or Skype. The important part is to hold your meetings.

Now is especially important to **stay connected** – share with your members when a need arises, this will give purpose to our volunteers looking for ways to help.

**Plan something fun** for your members to do such as a door or mailbox decorating contest, maybe plan a scavenger hunt. These can be members only or make it town wide, use social media or local paper to promote the fun event. Make sure to share the winners, using your GFWC Club name, of course!

**Plan a project** that can be done individually and collected when done. Sign holiday cards for the military or veterans, make hats or blankets for NICU babies, assembly toiletry care bags for domestic violence shelters, or pack back to school kits for the local afterschool programs. Projects like these make an impact when each member participates.

If you live in an apartment or condo complex, or see your neighbors while out walking, strike up a conversation. You might find this is the perfect time to **recruit a new member**. Life has changed drastically since March, maybe now is the time to ask a friend to join you and become a volunteer to make a difference in your community.

### **Spread GFWC Good Deeds:**

Most of all **be proud to be a GFWC Clubwoman**. This administration the social media campaign is **#IAMGFWC**. We come from all walks of life and are all so different, yet we are unified by our love of volunteerism and helping those in need. Encourage your clubs to post images and/or video using the **#IAMGFWC**, we want to showcase the diversity of our members and share our accomplishments with everyone!

Without new and happy members, our clubs will not survive. We need to create ways to keep the membership increasing and clubs from disbanding. There is no simple answer, but together we can meet the challenge.

For many more ideas check out the *2020-2022 GFWC Club Manual* on the [GFWC Massachusetts](#) website by going to the **ABOUT** tab click on **What Do We Do?**.