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GFWC Membership Advancement Plan Club Connection Initiative: Member Highlight

What better way to entice new members is to share information about current members. At the start of each week, highlight a member of your club on your social media platform and use the hashtag #WeAreGFWC. Hashtags are used to raise awareness as they bring social media traffic to your tagged posts. And that is what we want ~ more people to learn about the General Federation of Women's Clubs! Be succinct when creating your social media content and always include a picture of the member being highlighted. Be sure to obtain the proper media releases before publishing her name and photo, however. Also, tag your club and state pages to broaden your reach and increase exposure.

Benefits to Belonging to GFWC include:

Strength in Unity. GFWC members strengthen their voice in shaping public issues and policy through the combined efforts of women serving in their club, State Federation, Region, or at the national level.

Support and encouragement. GFWC offers members a network of women with similar interests and concerns. Fun, fellowship and lasting friendships are a large part of the GFWC experience.

Leadership training and professional development. Knowledge and experience acquired through GFWC volunteer training and community service can enhance a personal resume and open the door to new career or personal opportunities. They can also prompt new academic pursuits and success in a wide variety of fields.

A varied volunteer menu. GFWC offers many national resources to help clubs plan and create community service projects in the diverse areas of Arts and Culture, Civic Engagement and Outreach, Education and Libraries, Environment, and Health and Wellness. GFWC also supports Special Programs that advance issues of Domestic and Sexual Violence Awareness and Prevention and encourages members to become Advocates for Children.

Health and happiness. Studies show that the personal satisfaction that comes from making a positive difference helps volunteers live longer, function better, suffer fewer ills, and enjoy life to the fullest.

To see the full GFWC Manual page for the Membership Advancement Plan, go to gfwcma.org > About GFWC > What We Do~GFWC Manual > Scroll to Membership