

**PARTICIPATE IN GFWC'S "EDUCATE, ENGAGE, & EMPOWER" RECRUITMENT CAMPAIGN**

During this administration, we encourage you to build membership and submit the number of NEW members joining your club quarterly. Join GFWC clubs nationwide and report your successes in membership recruitment and development!

**July, August, September****Focus On: Clear Communication**

Concentrate on providing your members with regular updates through email, newsletters, social media, and your club website. Be sure to note a way for them to contact leadership with feedback or any concerns they may have.

*Report Due: October 1*

**October, November, December****Focus On: Member Value and Benefits of Belonging**

Clearly educate and communicate the value of being a member of your club and GFWC. Review membership benefits regularly based on member feedback and adjust accordingly.

*Report Due: January 2*

**January, February, March****Focus On: Diverse and Inclusive Programming**

Be sure you are considering all members' needs when organizing your calendar of events and activities. Ensure club programs are accessible and open to a diverse membership base.

*Report Due: April 1*

**April, May, June****Focus On: Professional Development**

Offer leadership workshops and seminars or training that could contribute to your members' personal growth. Provide access to tools and resources that can help them advance in their careers, such as project management and public speaking.

*Report Due: July 1*

**REFERRALS FROM HEADQUARTERS AND FACILITATING TRANSFERS**

The GFWC website is often visited by women interested in joining a volunteer community service organization. Typically, an email is received by GWC Membership Services. These potential members have already taken the first step in learning more about GFWC; they are already interested in information about clubs near their home. The hard part is done! Here is what happens next:

- When Membership Services receives an email inquiry, a return email is immediately sent, and the original email is forwarded to the State Membership Chairman.
- The State Membership Chairman (or Junior Membership Chairman, if appropriate) contacts the local club president and provides her with the prospective member's contact information.
- If your club is contacted, do not let this promising lead slip away. A quick phone call or email is all it takes to acknowledge the person's interest and provide an invitation to a club meeting or event.

Likewise, when a loyal member is relocating to a new community and must leave your club, help her contact GFWC Membership Services so she can connect with a GFWC club near her new location. It can be easy to put aside an effort to find a new club during a move, and once she becomes busy with new activities and commitments, a valued member could be lost.