



## 2024-2026 MEMBERSHIP COMMITTEE

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Happy New Year! As you reflect on the blessings of 2025, I hope that this newsletter finds you motivated to further enhance your state's membership program in 2026!

Here are some actionable goals centered around membership recruitment you can share with the clubs in your state.

1. **Increase awareness** by strengthening recruitment and outreach efforts. Use community events, social media platforms, and member-led invitations to connect with and attract new and diverse audiences.
2. **Strengthen the value proposition** for potential members. Clearly communicate the benefits of belonging by highlighting statewide impact of your projects, promote leadership and professional growth opportunities, and create meaningful connections which will ensure new members clearly understand the value of joining.
3. **Improve conversion rates** of potential new members. Streamline membership onboarding, provide welcoming experiences, and engage new members early and often which will encourage long-term involvement.

Hoping these help your clubs grow membership in 2026!

On Page 2, you'll find some reminders and guidelines to aid you as you prepare to submit your Annual Award Entry forms and projects.



## HAPPY NEW YEAR!



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Another focus at this time is on submitting your state's Award Entries; below are some reminders and guidelines to follow. Most importantly, you'll want to confirm you have received the Award Entry Forms from your State Federation President. Please adhere to your deadlines and follow all instructions; all entry forms, including cover sheets, are due to the GFWC Chairmen **March 15th**.

When preparing your entry for **Membership**, please consider submitting projects from ALL levels of membership meaning Women, Junior, and Juniorette, may be submitted. Cover sheets **MUST ACCOMPANY** all Award Entries and Creativity Award Entries.

**REMINDER - Club Creativity Award Entry:** This is for the most creative project from your state, meaning one that is new, innovative, impactful, and/or increased branding of the club and GFWC.

**REMINDER - State Award Entry:** One (1) additional page, single-spaced, describing the activities at the State and DC Federation level initiated and organized by you, the Chairman. It is not what you did in your club, **but the impact you as Membership Chairman have had on your state in 2025**.

Things to include in your narrative would be activities you've done as Chairmen to encourage your clubs to increase/retain members, describe any statewide Membership campaigns, monthly newsletters, handouts, etc. Give as many details as possible that show the impact of your efforts.

In closing, Award Entry narratives should include:

- **what** was the project and **who** was the beneficiary
- **how** was the project done/executed
- **what** were the results/impact of the project

If you have any questions on how to prepare your State Award Entry or Club Creativity Award Entry in the Membership Advancement area, please reach out to me this month or next so we can address your concerns prior to your submission deadline of **March 15th**.

This is such a busy time of our club year, but a necessary one, for it is through these statistical reports and narratives that we truly measure our overall Federation impact, as well as celebrate the hard work of our dedicated GFWC clubwomen from around the country. Thank you for ALL you do!

With gratitude,

Karyn M. Charvat, GFWC Membership Chairman