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### **GFWC FLORIDA MEMBERSHIP TIDBITS**

**~OR~**

### **TEN STEPS TO KEEPING SUCCESSFUL MEMBERSHIP RETENTION “GOING IN THE RIGHT DIRECTION WITH MOLLY MEMBER”**

- 1. Create a mission statement for your club---everyone needs to know that they are on the road, and going in the same direction, as the rest of their club.**
- 2. Educate yourself and your club members on the GFWC Florida Federation of Women’s Clubs (GFWC Florida) and the General Federation of Women’s Clubs (GFWC)---if we don’t know where we came from---how do we know where we are going.**
- 3. Share your personal experiences and testimony.**
- 4. Promote your personal and club success stories.**
- 5. Create a 30-second “elevator introduction.”**
- 6. Connect with your community.**
- 7. Allow feedback and opinions from members---and the community that you serve.**
- 8. Develop relationships with members and community groups.**
- 9. Promote club identity.**
- 10. Take Action and Have Fun!!!!**

