

Membership Committee
Convention 2011
Bulletin # 2



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2010 GFWC Florida-Membership Statistics- 117 GFWC Florida Clubs Reporting; 7,765 GFWC Florida Projects; 9,832 GFWC Florida Members Participating; 37,595 GFWC Florida Volunteer Hours; \$285,000 GFWC Florida Dollars Donated; \$553,884 GFWC Florida Dollars In-Kind Donation.

Molly member, her traveling briefcase and I have had a wonderful time touring this great State of ours. My happiest Federation times this past year were the times I was able to spend with your clubs and in your districts. My congratulations to your club and district membership chairmen, for the outstanding job you have done throughout the year by keeping the 4 R's--- retain, recruit, renew and rebuild---in your programs and at the forefront in the minds and hearts of your club members.

MEMBERSHIP HAPPENINGS



ACROSS THE STATE

(1) GFWC/FFWC Directors Club--honored 13 members 80+ years of age; (2) VIA Orange City Woman's Club--"Each One Reach One" Recruitment Program; (3) GFWC Woman's Club of Crestview --Juniorette Club of Crestview is making history by having a male sponsor; (4) GFWC Brooksville Woman's Club--celebrated 100th birthday of club; (5) GFWC Greater West Palm Beach-Monthly Membership Motivation Tokens; (6) GFWC Woman's Club of Inverness--new website; (7) GFWC Woman's Club of Welaka-- Junior District Director assisted in formatting and setting up club's new website; (8) GFWC Coco Plum Woman's Club--increased membership from 48 to 71 this past year.

The majority of the 117 clubs reporting participated in the following activities: membership brochure; name tags; membership surveys; club history; attendance at District and State meetings; club yearbooks; orientation of new members; recognition of 20 and 50 year members; subscription to *GFWC Woman's Club Magazine*; participation in Federation Day activities and club anniversary celebrations; opening teas; sponsorship and support of Junior or Juniorette club; news letter; new member packets; secret pals; sponsorship of evening groups; Collect recited; new member installation; 13 of 14 districts submitted Volunteer of the Year nominees; articles submitted to *Florida Club Woman*; contributions to 1895 Society and Pavers; telephone committee; club shirts; membership pins.

1. Retention/Recruitment----The news is out--- after all dues were in, GFWC Florida lost only 228 members from a base of approximately 10,000---which resulted in only a 2%

loss this past year, “which is the best in 20 years’. My thanks and appreciation to all clubs and district membership chairmen on a job “WELL DONE”. You are truly to be congratulated on making sure that the information contained on the GF Florida website, the GF website and information received at Fall Board and in Molly’s briefcase was made available to all clubs--- “the proof is in the pudding”. Clubs addressed retention and recruitment of members in a variety of ways that resulted in 97 GFWC Florida Clubs increasing or maintaining club memberships. Leading in retention/recruitment were: **GFWC Junior Woman’s Club of Midtown (700%), GFWC Woman’s Club of Wilton Manors (200%), GFWC St. Petersburg Juniores (146%), and GFWC Junior Woman’s Club of Fernandina Beach (117%)** were our outstanding stellar clubs this year in membership increases and retention. **WAY TO GO-O-O!!!!**

The GF Seasonal Campaign (which replaced ACT IN OCT) has been well received by Florida members. The report form can be found beginning on page 78 of the 2010-2012 GFWC Club Manual/Membership Advancement Guide and could not be easier to participate in---just report at least three new members as a result of seasonal recruiting efforts (spring deadline is June 1st) your club will then be recognized in the GFWC Club Woman Magazine. Fairly new to federation the **GFWC North Pinellas Woman’s Club, Inc.** reported 13 new members in October---with a total of 20 during showing an increase of 30%.

2. Rebuild-the word “rebuild” has taken on a somewhat different meaning this year--- many, many clubs reported projects necessary to maintain the upkeep of their clubhouses--- many of which were built in the late 19th to early 20th century. It is imperative that we all recognize the magnitude and the impact clubs are experiencing as a result of having to maintain their aging “Federation Homes.” Rebuilding to the **GFWC Junior Woman’s Club of Midtown** meant saving a club on the verge of disbanding.

3. Juniorettes- Ladies, if you’ve never attended JASM (Juniorette Annual Summer Meeting) weekend, you have definitely missed out on a fun-filled time with some extraordinary and wonderful young ladies. Slated to be held in Orlando, June 24-26, 2011, and hosted by Sorosis of Orlando Inc., the Juniorette Planning Committee along with their Juniorette Planning Chairman, Mary Blake, have been busily working to make sure that this weekend will be filled with everything from cupcake decorating, table decorating competition to the “Second Annual Recycle Fashion Show”, which you don’t want to miss. So clubwomen---gather up your Juniorettes, and meet us in Orlando---you’ll be glad you did.

CONGRATULATIONS, again, to each of you for your splendid work and results achieved in the area of membership. I hope you never tire of hearing this, as I will never tire of saying it. Hope to see you at Convention---as the Membership Committee is busy planning a fun and informative workshop for you---so please stop by and say HELLO.