



## WELCOME GFWC FLORIDA

GET READY TO SHINE YOUR LIGHT. You can shine your light by putting a spotlight on new members as well as long standing members. You will send in the names and pay their dues directly to GFWC Florida headquarters. Once you have sent the names and dues to headquarters, please send me names and your club name. We want to welcome these new members and announce their names in Membership Monday. To honor 25 year and 50 year members, please send me their name, club affiliation and if they are 25 or 50 year members. I encourage clubs to buy anniversary pins. Purchase pins on-line at [gfwcflorida.org](http://gfwcflorida.org) or at state meetings at the GFWC FL headquarters table. New member dues can be paid at any time using the remittance form. You will not be charged a second time when all dues are paid on December 15<sup>th</sup>.

### Plan and Execute a Recruitment Event

- a. Publicize a new member tea or open house at your clubhouse, library or local restaurant.
- b. Ask all members to invite at least one person to attend. Prepare written invitations so that those prospective members will have it in writing the date, time and place of the event.
- c. Introduce prospective members to club members and find interests such as hobbies and activities they might have in common.
- d. Have brochures with information related to club activities and ways your club has improved and enriched the lives of those in your own communities. Explain what your club is doing in your community and then what GFWC Florida and GFWC programs and projects are available.
- e. Have business cards ready to give to prospective members. Make a note of their name and contact information for follow-up.

### Retention

Now that you have a new member, how are you going to engage them in your club activities? Here are a few suggestions:

- a. Your club should ensure an atmosphere of fellowship and friendship and provide a variety of opportunities for them to exercise their talents and abilities.
- b. Appoint a Federation Buddie or Big Sister to each new member to assist in introducing them, accompanying them to club meetings and staying in touch so that the new members know what activities are available to participate.
- c. Assure the new member of club rules, membership dues, attendance requirements (if any) and committee/project requirements.
- d. Inform new members about club, district, state, region, national meetings and events held throughout the year. Suggest that new members attend with their Federation Buddie or Big Sister.
- e. Have some FUN. Include some social functions such as a wine tasting, out to lunch, ice cream social, card party or cookout. Social activities open an opportunity for club members to get to know each other in a relaxed manner and form friendships.

### PUBLICIZE YOUR CLUB

- a. Make use of all local media outlets – newspapers, radio stations, TV and cable stations. Consider using social media to invite prospective members to join fellow clubwomen.
- b. A club website, facebook and twitter are popular ways of publicizing your club and its activities.
- c. Advertise by leaving information in doctor's offices, beauty shops, churches and businesses.
- d. Practice an "elevator speech". Examples will be posted on Membership Monday following Fall Board 2016.
- e. Encourage members to sign up on-line for GFWC Florida Membership Monday, GFWC Florida Clubwoman Magazine, GFWC News & Notes and subscribe to receive the GFWC Clubwoman Magazine.

**KEEP SHINING YOUR LIGHT!**