

**Membership Committee**  
Fall Board 2010  
Bulletin #1



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Dear Federation Friends,

**WELCOME TO THE FLORIDA FEDERATION HIGHWAYS AND BYWAYS OF  
“MOLLY MEMBER AND HER TRAVELING BRIEFCASE”.** 

GFWC Director of Junior Clubs Cynthia T. Rice (1988-1990) once said that “GFWC Clubwomen, always the volunteer leaders in causes concerning women, must reach out to the women in their communities for membership. More than ever, volunteers are needed to reach out in service to others.” And that is exactly what this administration is going to do---increase our membership, which will better enable us to reach out in service to others.

Using our theme, “On the Road with Molly Member and Her Traveling Briefcase”, combined with GFWC’s Seasonal Recruitment Campaign, the GFWC Florida Membership Team is at the starting line, with briefcases in hand, filled with high octane information for use by members all around our State. Lots of information has already been provided from our Federation website, GFWC’s website, or from Molly Member’s traveling briefcase. This information will assist you in becoming more successful in club retention, rebuilding and growth---while at the same time, helping your club become a valued, relevant, dynamic and committed organization in your community. Avail yourselves of this material, and share it with everyone. Most importantly, please remember to adhere to all deadlines and remit information to the appropriate individual.

**JUST A THOUGHT**---The importance of membership development and extension is not only being promoted by our State President, but is also being highlighted at GFWC Southern Region Annual Meeting in Huntsville, Alabama, October 29-31, 2010. Two membership workshops are being planned---the first, on Friday afternoon, is designed for members with only one to three years in the Federation. It also teaches how to conduct orientations for less experienced members. The second on Saturday is centered on strengthening our clubs’ retention, which is so crucial for the continuance of the Federation. Attending Southern Region is like attending a mini-national convention. So, why not get a group together and make a junket to Huntsville—**JUST A THOUGHT**.

Florida's Molly Member, and all federated clubs around the country are getting geared up to participate in GFWC's Seasonal Recruitment Campaign called "THREE NEW MEMBERS IS A GREAT REASON TO RECRUIT THIS SEASON". In a related announcement, GFWC says there will be no "ACT IN OCT" during this administration, as they recognize that recruitment is, and should be, a full time responsibility of all members. Also, during seasonal campaigns, clubs should plan their creative membership recruitment around our Community Service Programs. So---four times a year, clubs enrolling, and reporting, three new members will be recognized in the *GFWC Clubwoman Magazine*. The first season available for us to participate in is entitled "Rake in New Members" (September, October & November). The reporting is due at GFWC by December 1. Clubs will find complete information, forms and recruiting suggestions on line in the GFWC Membership Advancement Guide on pages 78-85. So let's hit the road running. The GFWC challenge is for at least three new members per club per seasonal campaign for a total 12 per year. How hard can that be? The Executive Committee, the Membership Committee, the District Membership Chairmen and I are more than confident that the GFWC goal can be easily met and exceeded.

Don't let your club be left behind---"drivers, rush to your cars---the rally is beginning"; "start your engines"; "put the peddle to the metal"; "load up with federation information and gardening tools and "rake up" those prospective members out there on Florida's highways and byways---REMEMBER---there is always room in Molly Members' car for at least three more members---RIGHT.

Florida's Membership Team is working hard to make sure that the GFWC Florida is the "volunteer organization" of choice for all service-minded Florida women. With your help, we will continue to grow.

*"Our clubs are composed of women of all shades of thought and feeling on all subjects, working together. This is the charm and the source of growth, unity, and power."*

1890-1892, GFWC International President  
Charlotte Emerson Brown