

GFWC Florida Junior Membership Report 2010

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Junior Membership Totals:

Clubs Reporting:.....	22
Members:.....	585
Hours:.....	20,580
Dollars Donated:.....	\$26,463
In-Kind Donations:.....	\$15,099

Most junior clubs use their websites and emails to keep in touch with each other. Even the majority of newsletters are "published" this way like the E-news of the **GFWC Temple Terrace Junior Woman's Club**.

Although technology, through email, websites, social networks and club "blogs" plays a big part in the giving members direct access to club events, the conscientious VP's of Membership Retention still incorporate the Sunshine Committee, send personal thank you letters, "We Miss Seeing You" notes, ice breakers, and pre/post meeting socials to help members feel more like a family.

Speaking of "family", **GFWC Homestead Junior Woman's Club** held a Rodeo Appreciation Dinner. This was to say thank you to members and spouses for their hard work on a huge fundraiser. What a way to make to make them feel special!

The "True Colors" personality test done by the **GFWC Orlando Junior Woman's Club** was a great way to identify member differences and learn how to work with each other. By portraying that color on their name badges, there was a constant reminder of our unity in diversity!

Pajama Party? That's right the **GFWC Valrico Service League** had a great time while collecting new pajamas for an abuse shelter. Whether it's a before the meeting social like the **GFWC New Tampa Junior Woman's Club** held before every meeting or as the **GFWC Space Coast Junior Woman's Club** did by combining a social with a meeting, our juniors do love to mingle.

The **GFWC Panama City Junior Woman's Club** promoted attendance at meetings by drawing for door prizes at the end of the night.

The Gift and Re-gift project used in place of the secret pal by the **GFWC Sebastian River Junior Woman's Club** was a creative way to cut down on personal spending by having one gift per meeting to go home with one member by drawing their ticket. That member is to bring a gift for the lucky winner at the next month's meeting.

Some of the most common and simple ways Florida Juniors used to retain members are found in the strongest and effective membership programs. These programs all include:

- The recognition of personal events and achievements in the lives of members (i.e., triathlon, Breast Cancer 3-Day participants).
- Recognition of the little things like birthdays and anniversaries
- Use of club shirts like the **GFWC Junior Woman's Club of Fernandina Beach and GFWC Seminole Junior Woman's Club**
- making forms available for recording of service hours
- Ensuring that “hands-on” projects are at meetings
- The **GFWC St Petersburg Junior Woman's Club and the GFWC Plant City Junior Woman's Club** both use "Big Sister" programs that can make the big sister definitely feel needed in her club.
- Provide Recognition for outstanding service by nominating members for state awards

The **GFWC Tallahassee Junior Woman's Club** held a Bunco Social to recruit new members. Did you say Bunco? Besides holding a Bunco fundraiser that is great for recruiting new members the **GFWC Jupiter-Tequesta Junior Woman's Club** also has monthly Bunco parties to retain their current members.

Florida Juniors have begun to use the “generational” approach when it comes to finding projects that spark enthusiasm and pride in club activities. The projects reported this year are both meaningful and fun, and have had big results statewide.

- Most every club recognizes their members like the **GFWC Brandon Junior Woman's** does with annual Membership Awards.
- Clubs reported that surveys were used to design club meetings around member interests. The **GFWC Clearwater Junior Woman's' Club and GFWC Junior Woman's Club of Jacksonville** used this tool to find out what the members wanted out of membership.

A Past Presidents Meeting was held by the **GFWC Tampa Junior Woman's Club**. This dinner meeting was to honor their past leaders and involved the past presidents sharing their favorite stories with club members.

Florida Juniors can be very creative in planning different projects in which to gather more members. Clubs used many various tools to accomplish this:

- The **GFWC Junior Woman's Club of Lakeland** really has the jump on most of us! The club is registered on volunteermatch.com. This website has different organizations or events asking for volunteers. The interested party contacts the website and the website send the information to your club. They have recruited several members through this website. That is really putting technology to work for you!
- In newspapers, club websites, information booths, banners and club brochures.

- Inviting friends, attending chamber mixers, having socials and advertising at community events.
- Many junior clubs take advantage of holidays to find new members and Halloween was no exception as the **GFWC Gainesville Junior Woman's Club** had a Halloween social. At an annual community trick or treat event, as they handed out candy to the kids, the **GFWC Williston Junior Woman's Club** handed out club business cards to the mothers.

Sometimes rebuilding doesn't always mean starting a new club, in the case of the **GFWC Junior Woman's Club of Midtown** it meant saving a club on the verge of disbanding. Over 292 hours are just the beginning for the existing members who have rallied to bring their club back to life with a 700% increase in membership! They changed their name, implemented flexible meeting times, lowered their dues, had recruiting socials and a contest for best project, fundraiser or mission statement. Since the majority of their members are new in federation they had a GFWC orientation using the GFWC Florida Juniors PowerPoint. We await the accomplishments of these willing individuals and know that their efforts will bring forth.

Creating a membership association that is meaningful and dedicated to all members is the main focus for Florida Juniors this year, and one that will hopefully pay us back with a positive membership trend in the future!