



Building Our Foundation - One Stone at a Time

The present administration is now preparing for the transition held every two years in our Florida Federation. So, it's time to look back and evaluate goals set and goals accomplished. Did we do what we set out to do? Have we been a major force in our communities? Did we **“Live the Volunteer Spirit”**? Have we expanded our membership base? Have we held onto the members we already have?

A reevaluation of your club should be done every year to keep your club on track and to point out areas that need attention in order to meet your club's goals. Membership in the Federation is where it all starts, for our members are the foundation for our organization, without them we wouldn't exist.

FFWC's “United by Our Diversity” Campaign, has been the theme for the 2018-2020 administration. The four points of the campaign are so important. If you think about the Federation as building a tower, **Recruitment** is the base for our tower each member we add helps build our tower higher. **Retention** of members is needed so we don't have holes in our tower walls. **Mentoring** is the mortar that holds our tower together and **Recognition** is what makes our towers exterior shine in the light of day.

Our goal for Florida Federation membership was set at a 20% increase in members (10% each year) over the last two years. The first year we exceeded the goal of new members for that year. We are still on track to meet our overall goal of 20%, All this would not have happened without the help of the **District Directors, District Membership Chairman, Club Presidents, Club Membership Chairman and all of you, our Ambassadors of Membership**. There is one other person that needs to be recognized, she brought you all the news, pictures and relevant information about all our clubs in that Federation. **Cheryl Benton, Membership Monday Chairman**, has worked diligently throughout these past two years to keep everyone up to date on all the many things your clubs have been doing.

As, we pack our bags and head off to Orlando for Spring Convention, you still have one more report to submit. Your **Recognition Report** is due no later than **June 1, 2020**.

Spring Convention, will see many awards recognizing all the accomplishment of the Florida Federation along with the coveted **Volunteer of the Year Award**. Please plan on attending and making this a convention one to be remembered.

I thank you for the opportunity to serve you as your Second Vice President and Membership Chairman. Keep up the good work.

~Sara