

Hello!

Back in February, Florida's leaders were so looking forward to coming together to promote the vision and objectives of a new administration. Who would have guessed that we would be facing a truly unprecedented situation that has cancelled our in-person meetings, projects and events?

This moment reminds us that we're all connected like never before and we're being called on to be our best selves with patience and compassion. While our recruiting efforts may have temporarily stalled, I want to encourage everyone to maintain engagement with our members. For the time being, our mission to "Each One Reach One" has taken on a different meaning than originally intended. It's now become vital to Reach Out and Keep in Touch! Use your phone as a telephone and take time to let people know that you miss and care about them. It doesn't have to be a long call to be meaningful.

While in this period of social distancing, I would ask that club leaders consider the creative use of technology to host "virtual meeting" experiences with your members. Web-Master Laura Connelly has published detailed instructions for joining and hosting a Zoom Meeting. The information can be found on Florida's website in the Members Center under Special Resources.

Florida Clubwomen are some of the most innovative people in the world. Until we can resume getting together, let's reimagine ways to strengthen our clubs by retaining current members. Members who actively participate are those who will likely continue their membership. Have a coffee date with a small group. Assign each of your board members and committee chairs to 5-6 members and ask them to maintain regular contact. Hold a photo contest and post the pictures on Facebook. Holding online games, like Bingo, is a great way to involve a group of people. You get the idea.

Working together, Christa Nuckols, Director-elect of Junior Clubs/Membership, and I will be bringing you ideas and tools to help your club in recruiting new members and retaining your core group of existing members. We value your feedback and welcome hearing what has worked in your clubs. Until we can gather again, please "Each One Reach One" and Keep in Touch.

*Terry Reese*

GFWC FLORIDA SECOND VICE PRESIDENT