



Is your club advancing the GFWC Brand in your community? This can only happen if we promote the GFWC name in everything we do. The more you tell, the more you sell, so talk up GFWC membership and its benefits whenever you can.

Are you sending press releases with your clubs activities and accomplishments? Are you encouraging members who are on Facebook to like your club's page so they can share the information you post with their friends? Your club's page should also like pages of groups you work with, such as national and local partner organizations, news stations, civic organizations, or other groups with Facebook pages.

Is identifying your club with the GFWC Brand part of your strategic plan for membership growth? Being affiliated with an international organization dedicated to community service is beneficial to your community, your club, and its members. Publicize your membership by wearing GFWC emblematic apparel, pins and buttons outside of your meetings.

Did you know that GFWC offers a Membership Grant? Funding is available to help underwrite membership recruiting efforts at the club level. GFWC is offering \$50 for club member recruitment activities in conjunction with the seasonal recruitment campaign "Hats Off To Membership".

The Membership Grant Application Form can be found on the GFWC.org website. You must login to access the member portal, go to My Digital Library, and click on Resources. Click on the letter M and scroll to GFWC Membership Grant Application Form.

Prospective members will want to see information about your club and the association. Make sure to update your club's website and any social media presence, and have current materials ready.

What are you going to say when someone asks you, "What is GFWC?"

Your answer at the ready should be, "I am so glad you asked! It's an international women's organization dedicated to community improvement by enhancing the lives of others through volunteer service."

That is what the General Federation of Women's Clubs is all about and we want it to be on the lips of all our GFWC members.

September 25-27 is Fall Board in Orlando. We will see many awards, welcoming in of new clubs and recognizing Volunteer of the Year. Hope to see you there!