



GFWC Florida
GENERAL FEDERATION of WOMEN'S CLUBS
living the volunteer spirit



GFWC FLORIDA: Narrative for Club Reporting (Click in gray box and type)

Official Name of Club:	GFWC Woman's Club of the Sisterhood
District Number:	18
Number of Members:	95
Community Service Program or Advancement Plan:	Membership

- 1. New Member Recruitment and Recruiting Events** - We added 57 new members to our club membership in 2019, bringing our total to 200 members. We attracted members via referral from energized and fulfilled club members; community partners who appreciated our work and wanted to join our efforts; and social media. New members also heard about us through club community fundraisers, a brochure received at a community service project, seeing members wearing our club T-shirts at service events, seeing our club banner around town, and our membership application on our website.
- 2. Club Welcoming Committee**- At every general meeting, greeters were assigned to welcome guests. Our guests were shown to the Membership table and invited to sign in with their name and contact information. They received a nametag, were introduced to other club members and were recognized during the meeting by the Membership Chair.
- 3. Information Packets for Prospective Members**- A packet of club and GFWC information was given to guests as they were welcomed at the Membership table at our general meetings. Our club brochure, business card, facts about our club, description of our six Community Service Programs, a copy of Clubwoman magazine, and an application for membership was included in each packet.
- 4. Tools Used to Contact Potential Members**- Within three days of the general meeting, our Membership Chair contacted each guest by phone to further welcome her, answer questions and invite her to ask for additional information. Our Membership Chair also sent a follow-up email with a recent club newsletter containing our club's monthly activities, a link to our club website, and an invitation to attend any of the club's future activities, general meetings and social events.
- 5. New Member Welcome** – As soon as a new member joined our club, she received a personal hand-written welcome note via mail from our club President. She also received an email from our Meetup Chair welcoming her to Meetup, our site where all events and service projects are posted for signup. She received an email from our Communications Chair with her personal login and instructions for accessing our members-only website. Our club President sent an email to all committee chairs with a copy of the new member's application that detailed her areas of interest, asking the chairs to personally invite the new member to their upcoming meetings, service projects and social events.
- 6. New Member Orientation Projects**- Now in its fourth year, our popular monthly "First Friends" program was used to orient and acquaint newer members with our club's Community Service Programs. This was done in a small group setting where they heard from club leaders and felt comfortable asking questions. In 2019 we added evening First Friends programs to accommodate members' work schedules. New members heard from two CSP and Committee Chairs each month and participated in a community service project together. Every Community Service Program Chair took part in this monthly event during 2019, as did many club committee chairs.

7. **New Member Materials** – New in 2019 was a program for new members called “NPWC 101”. Members were invited to the home of a board member for a short presentation where they received a packet of information including a club organization chart, benefits of membership, club history, the value and responsibility of being federated, a list of committee chairs FAQs and “how to” instructions. They also received a yearbook with helpful information for new members as well as color photos of our members, something for which all our members regularly expressed gratitude.
8. **New Member Socials** – Once each quarter, all the members who joined in the past 12 months were invited to “Dessert with the President”. Joined by our 1st, 2nd and 3rd Vice Presidents, our President welcomed the new members. These were fun nights of casual conversation and relationship-building.
9. **New Member Recognition & Name Badges** - Name badges were presented to new members at general meetings and each new member was recognized in our monthly newsletter. They were also identified and recognized, with their names appearing in the program, at our Club’s Anniversary Party in July and our Installation Banquet in December, where each new member received a red rose.
10. **Member Retention** – Member retention took on even more importance with our club’s rapid growth. We continually sought new ways to keep our members active, engaged and supported. In early 2019, we personally contacted every member who did not rejoin the club, seeking their input and suggestions. Our club has a high-touch, supportive culture. We cared for those in our community, and also for each other. Members regularly connected with each other to provide encouragement and emotional support. We held frequent social gatherings, some of which included spouses and family members. We have no mandatory service requirements, and members are encouraged to give of their time as they are able. We are also a culture of regular recognition, thanking club women for extra effort, a job well done, and their creative ideas for serving. We gave awards at each monthly meeting, and recognized members in our monthly newsletter.
11. **Member Surveys** – To help with retention and member satisfaction, we conducted bi-annual member surveys to ensure that our club’s direction aligns with member interests. 92% of our members were satisfied at mid-year and 88% at year-end. Since we have over 50 members in leadership roles, we also sent out an interest survey with role summaries where members could indicate interest for the following year.
12. **Member Service Pins and Recognition for Years of Service**- Club members with 5, 10, 15, 20, 25 and 30 years of service were honored at our Club Anniversary Party with a service pin. One member was awarded with a twenty-five-year service pin, one member received a twenty-year pin, two members were honored with a fifteen-year pin, two members were presented with ten-year service pins, and ten members received five-year pins.
13. **Member Support- Sunshine Committee**– Our club’s Sunshine Committee offered members encouragement by delivering meals and sending cards to members who had undergone life changing events such as illness, surgery or the death of a family member.
14. **Member Support – Mentor Program**– Tenured members were paired with new members to help them get connected and find their niche in our large club. Mentors were encouraged to sit with mentees at general meetings, attend service projects and social events together, offer rides, introduce them to members, and be available for questions.
15. **Club Social Events** – Our club offered members many opportunities for bonding and relationship-building, including Bunco, Bingo, dinner and a movie, trivia night, Saturday night supper club, holiday cookie exchange, holiday parties, holiday gift exchange, and meals shared for lunch and dinner.

16. **Club Anniversary Party** – Members, spouses and friends celebrated our club’s 16th anniversary with a party that included dinner, recognition, opportunity baskets to support Operation Smile, and dancing. Two Dunedin City Commissioners attended and read a Proclamation recognizing July 20, 2019 as GFWC North Pinellas Woman's Club Day in Dunedin for our service. New members were recognized with a red rose.
17. **Installation & Awards Event** – 2020 officers were installed, and our outgoing President and Board were recognized at a luncheon that was attended by Sharon Oliphant, Dianne Foerster and District 14 Director, Virginia Papadopoulos. Our Past Presidents honored outgoing President Laura Connelly with a scrapbook and a brick at GFWC FL HQ. Incoming President Heidi Blaine Hadburg was honored and annual award winners were announced.
18. **Helped Start Two New GFWC clubs** - Our club women had the privilege of starting the third and fourth clubs in Belize, GFWC Belize City Woman’s Club and GFWC Belize City Juniores. Our club President installed their officers with our club’s International Outreach committee joining via Skype to welcome the newest members of GFWC.
19. **Sponsored and Advised Juniorette Club**- Our club joined GFWC Clearwater Community Woman’s Club and GFWC Woman’s Club of Clearwater in sponsoring GFWC Pinellas Juniores. Seven of our club members serve as Juniorette advisors, two of which are the Juniorette’s lead advisors. Two club members accompanied the Juniores to JASM, and one club member accompanied the Juniores President to Fall Board. Our club President installed the 2019-20 Juniorette officers and our Treasurer maintains their bank account.
20. **Club Roster** - Our club roster was stored on Google Drive and was attached to general meeting email calls. It was updated twice per month.
21. **GFWC Seasonal Membership Recruitment Campaign**- New club member information was sent quarterly to GFWC and GFWC Florida for their seasonal campaigns. In 2019 we added 14 new members in the Winter Campaign (Mentoring), 16 new members in the Spring campaign (Recognition), 11 new members in the Summer campaign (Retention) and 18 new members in the Fall campaign (Recruitment).
22. **District Interaction** – Many of our club women regularly participated in events hosted by our sister clubs in District 14. In 2019 we supported fundraisers, fashion shows and luncheons.
23. **GFWC Clubwoman Magazine**—Many members subscribe to Clubwoman Magazine.
24. **Federation Day Celebration** – Our members heard the Jennie June story when they attended our GFWC Federation Day celebration. Also in attendance were community partners from City of Dunedin, Dunedin Public Library, Rotary Club of Dunedin and Literacy Council of Upper Pinellas. Club members, partners, residents and a local Girl Scout troop celebrated by installing a Little Free Library at a neighborhood center.
25. **Articles Contributed to GFWC Clubwoman** – Our club was recognized for recruitment in each GFWC Clubwoman publication. We were also mentioned in the summer 2019 edition as Chairman’s Choice Membership Recruitment Idea for our First Friends program for new members, and our January general meeting’s speed dating programs that introduces all members to our committees and opportunities to serve.
26. **GFWC FL Membership Monday** – All club members were signed up for our state newsletter. We submitted articles and pictures almost every week from club events and projects which highlighted our club members in action, and our club was featured in many publications throughout the year.
27. **GFWC News and Notes** – All club members were signed up for GFWC’s newsletter.

28. **Donation to HQ Maintenance Fund** - We donated \$10 to the HQ Maintenance Fund.
29. **GFWC 1734 Society** – A donation was made to the 1734 Society in memory of our beloved Jacqueline Pierce.
30. **GFWC Logo** – The GFWC logo is prominently displayed on our website, Facebook page, newsletter, brochures, yearbook, business cards, signs and banners.
31. **Recited Collect at General Meetings**– Members recited the collect at each general meeting and special event.
32. **Member Elevator Speech** – Club members practiced 30-second elevator speeches to use when talking with community partners, non-profits, residents and prospective members.
33. **Jennie Award Nomination** – Our club President was nominated as our club’s Jennie award nominee. She was honored at Fall Board and recognized at a District 14 meeting.
34. **GFWC FL Volunteer of the Year Nominee** – A member was nominated for this award.
35. **GFWC Website** – Committee chairs frequently utilize the member tools on the GFWC website, and our club President has ensured that all members are in the database. Copies of the relevant sections of the Club Manual were distributed to chairs.
36. **GFWC FL Website** – Committee chairs frequently use the member tools on this site.
37. **GFWC FL Membership on Remittance** – Our club donated \$25.00.
38. **GFWC FL Communication Tools on Remittance** – Our club donated \$50.00.
39. **GFWC FL Juniorette Special Project on Remittance** - Our club donated \$10.00.
40. **Club Booster Events** – Our club boosters got together once each month and made plans to support our club.