

December 2022

Membership Engagement



2022-2024 MEMBERSHIP COMMITTEE

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Merry Christmas, Happy Hanukkah, Kwanzaa, Happy New Year...whatever you celebrate with family and friends, the GFWC Membership Committee wishes you a happy, healthy holiday season. Take this time to reflect on the past, plan for the future, but most importantly, live for the present.

We look forward to working with all our GFWC members in the coming year, and hope that our daily posts on Facebook Advancements and Programs Forum (along with the Leadership and Communications & Public Relations Committees), Teach it Tuesdays, Thumbs up Thursdays, and our Membership Engagement Newsletter have all helped with growing your State Federation's member's knowledge of the benefits of belonging to this wonderful organization, and hopefully grown your membership along the way.



TWO TRADITIONS. ONE WISH.
PEACE ON EARTH.



Things to remember...

MEMBERSHIP "SPARKLE AND SHINE" RECRUITMENT CAMPAIGN

Join GFWC clubs nationwide in our popular membership recruitment campaign

December, January, and February
MENTORING

Emerald -
"Harmonious Connections"
Report due March 1



The new fillable Membership Recruitment Form has been updated and is located in the Member Portal under "M"

Stay up to date with all Membership information

- GFWC Website - www.GFWC.org
- GFWC Member Portal
- GFWC Clubwoman Magazine
- GFWC News and Notes
- GFWC Facebook Page
- GFWC Advancements and Programs Forum Page

Have you joined the GFWC Advancements and Programs Forum on Facebook?

What are you waiting for! All GFWC members are encouraged to join this private Facebook page. Simply click on the "**Join**" button and be sure to answer a few **questions** to verify your membership in an active GFWC Club. Here you will find daily posts from your Membership, Leadership, and Communications & Public Relations Team, "Did you Know" facts about GFWC, *Teach it Tuesdays* featuring monthly video's with topics you have requested, *Thumbs up Thursdays* with monthly video postings from other GFWC Chairmen or Board of Directors members to keep you up to date with all GFWC areas.





Building Community Awareness

By Joann Wheeler
GFWC Membership Committee Member

WE ARE GFWC! As an international organization, we are proud of our history, traditions, and contributions to our communities through volunteer service. Even though we are improving our branding, have a beautiful working headquarters, and many clubs located throughout all states and several countries, we still struggle to step into the limelight as a powerful women's volunteer organization. The solution to this lack of recognition is a stronger effort of every club to build their community awareness right at home. ***Step up, be seen, be heard, and share the work*** of GFWC volunteers!

So, how do we accomplish this mission of educating our communities about the benefits of belonging to GFWC, share the many volunteer opportunities, and promote the assistance given to different communities?? Members now have multiple opportunities to reach out and share the "wealth" of GFWC. Digital promotion, printed materials, radio, and television can all be used to reinforce this information. The social media world also continues to grow and allow us to tell the story of GFWC's volunteer accomplishments.

Reach out, attend social, city, and community events, go to other organization's activities, and participate in business gatherings and chamber meetings. Doing all these activities will connect your club with the community and help them understand what the club is doing to support the community's needs. Showcase the local club by wearing some form of GFWC branding, display signage and posters, hand out club information, and meet individuals with a smile on your face and an eagerness to share about the many benefits of being a GFWC volunteer. Word of mouth is a powerful way to excite other women about the impact of GFWC. Develop a reputation as the ***"go to club"*** when a need is identified in the community

Are you Living the Volunteer Spirit? Then tell someone today!

Just in case you missed it...

Building New GFWC Clubs

BY 2022-2024 GFWC MEMBERSHIP COMMITTEE (ADDITIONAL CONTRIBUTORS LISTED BELOW)

We all cherish our GFWC membership, no matter where our paths take us. Some members have been a part of clubs in one state, others move and seek out membership in their new locations. It is our friendships and longtime mentors who make the GFWC volunteer experience so worthwhile and help to bring the excitement into the experience. However, nothing is more exciting than the electricity of being a part of building a new GFWC club.

Valuable information about building new clubs can be found in the Membership Toolkit, located in the “M” Resources folder of the Member Portal Digital Library. Documents like “Starting a New Club,” “Welcoming New Members,” “How to Recruit New GFWC Members,” and “New Member Orientation Guidelines” are crucial to your success. A focused approach to building a new club and gaining new members is the connection between micro-volunteers and committed clubwomen.

The following tips from experienced clubwomen can help you get started.

Jan Allen (North Carolina): “Let everyone know your plans to start a new club. Contact current club members, District and/or state leaders. Contact friends and past supporters to make them aware of the new club. Share GFWC information with the GFWC Special Programs and Community Service Programs one-page information sheets. Distribute information and include a service project at the first meeting.”

Joy Post (Florida): “Rummage sales are the easiest way to secure funds to start the club activities. Make sure that



there are two signers to the account. Fill out any state/government forms for nonprofit status after accounts are opened.”

Suzanne Carswell (South Carolina): “Don’t be afraid to ask! You have something of great value to share, so remember you are doing them a favor by inviting them to begin a club or join the Federation.”

Not all the work of starting a new club will be met with excitement. Belonging to a volunteer organization isn’t for everyone. Don’t take it personally if the potential new member doesn’t join.

Happy, engaged members are the key to membership growth, especially for new clubs. People stay in a club where they feel they belong and

when it adds value to their life. It is important to guide and nurture the club through the first years of GFWC membership. Educate your new club about the benefits of not only your club within the community, but also GFWC as an international organization so they get the bigger picture. Encourage members to attend District and state level meetings so they can see firsthand the overall effects the GFWC State Federation plays in their state.

The more members know, the easier it will be for them to remain engaged. It is fine to modify and make changes as a new club builds its own style based on member interests. With the tools to succeed, and the support of the State Federation and sister clubs, the new GFWC club will begin to stand on its own and thrive.

One last item...The GFWC Star Pin Recruitment Awards and Recognition Form have been updated! Look for the fillable form in the Awards and Contest folder in the Member Portal, Resources, M.

GENERAL FEDERATION
of WOMEN'S CLUBS



GFWC STAR PIN RECRUITMENT AWARDS

Celebrate Your Club Members' Recruitment Success!

Star Recruitment Pins and Circles are GFWC's recruitment incentive for clubwomen. The first five awards, recognizing members that have recruited five to 29 new members, are star-shaped pins with a butterfly clasp and a chain that attaches to the stem of the GFWC Member Pin. Members who have recruited 30 to more than 50 new members will be awarded the appropriate color circles to wear behind the gold star pin. These awards are cumulative across administrations. There are ten levels.

GFWC members who recruit:

- Five to nine new members receive a *white* star.
- 10 to 14 new members receive a *red* star.
- 15 to 19 new members receive a *blue* star.
- 20 to 24 new members receive a *silver* star.
- 25 to 29 new members receive a *gold* star.
- 30 to 34 new members receive a *white* circle to be worn behind the gold star pin.
- 35 to 39 new members receive a *red* circle to be worn behind the gold star pin.
- 40 to 44 new members receive a *blue* circle to be worn behind the gold star pin.
- 45 to 49 new members receive a *silver* circle to be worn behind the gold star pin.
- 50 + new members receive a *gold* circle to be worn behind the gold star pin.



Circle to be worn behind the gold star pin

GFWC CLUBS—Send the name of the recruiter and the names and contact information of the active, dues-paying new members to **your state membership chairman**. Only your state membership chairman is able to order the pins and circles from GFWC Headquarters. Questions about GFWC Star Recruitment Pins and Circles should be directed to your state membership chairman.

CLUB STATE MEMBERSHIP CHAIRMAN - Mail/Email the Star Pin Order Form to GFWC Headquarters AND a scanned/emailed copy to the GFWC Membership Chairman, Nancy Ames at nancyGFWCames76@gmail.com.

Also added to this award are certificates for members who recruit 60, 70, 80+ members