

MEMBERSHIP RECRUITMENT, RECOGNITION & RETENTION

GFWC Florida Juniors Fall Board – 9.23.2017

RECRUITMENT:

- GFWC Seasonal Recruitment Campaign form to submit is on Downloads at www.gfwcflorida.org
- GFWC tri-fold brochures with place for club info sticker (25 for \$3) on Marketplace at www.gfwc.org
- Prospective member folder** includes: welcome letter and club flier/card (attached to this handout), common terms (other side of this handout) current newsletter, GFWC brochure mentioned above, membership application

RECOGNITION and RETENTION:

Recognize members with GFWC Florida merchandise:

- MEMBER pins & ANNIVERSARY pins for 5-50 years -- \$7 (GFWC also has a 50-year pin)
- PRESIDENT & PAST PRESIDENT pins \$15
- BOOSTER memberships \$10 per administration (Sue Allen working on Booster events)
- Club can get GFWC Florida logo items for door prizes at meetings or thank you gifts

Retain members by providing meaningful experiences and personal connections:

- New member orientation** session: notebook with roster, club history, Collect and Junior Pledge, standing rules & bylaws, service project information, etc – orientation slideshow available
- opportunities for new members to get nametags and shirts
- Nurture friendships in meaningfulness and depth, and identify where growth is needed:
Shasta Nelson, author of Frientimacy – 3 requirements of healthy friendships: Consistency (safe), Vulnerability (seen), Positivity (satisfying)
Listen to Jen Hatmaker's For the Love podcast with Shasta: <http://jenhatmaker.com/episode-03-shasta-nelson>
Take the quiz for yourself: <https://www.shastanelson.com/take-the-quiz-landing>

One Word project: GFWC has introduced the Real Deal Membership playing cards where GFWC members describe their GFWC experience in one word. Please fill in index card with 1 or 2 words that show what membership in GFWC means to you. You don't have to try to come up with a unique word since it will be fun to see what words we get most often. We will reveal results at Spring Convention 2018.

Educate yourself about our target age Millennials (born 1980-2000) in this research report recommended by GFWC Director of Junior Clubs Jolie Frankfurth:

<http://www.themillennialimpact.com/past-research>

Look for the Top 100 Findings Report for great insights.

More ideas available in the 18-page GFWC Membership guide:

http://www.gfwc.org/wp-content/uploads/2016/07/2016-18-AG-Membership2_updated7.22.pdf

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