



MEMBERSHIP ADVANCEMENT PLAN

2024-2026 GFWC CLUB MANUAL

UNITY IN DIVERSITY

The General Federation of Women's Clubs is proudly represented in thousands of communities around the world by dedicated volunteers who work to better the lives of others, make cities and towns better places to live, and extend the hand of friendship to those near and far. We are individuals of diverse talents, interests, and backgrounds united by a dedication to community improvement through volunteer service.

GFWC offers a network of support for more than 60,000 clubwomen who volunteer on a local, state, national, and international level. Working together, we constitute a powerful, service-oriented organization that encourages volunteerism through training and coaching, leadership opportunities, personal enrichment, and many other benefits. Various GFWC resources, from members-only materials to legislative alerts, support individuals and clubs in their volunteer efforts.

The many benefits of belonging to GFWC include:

- **Strength in Unity.** GFWC members strengthen their voice in shaping public issues and policy through the combined efforts of women serving in their club, District, State Federation, Region, or at the national level.
- **Support and encouragement.** GFWC offers members a network of women with similar interests and concerns. Fun, fellowship, and lasting friendships are a large part of the GFWC experience.
- **Leadership training and professional development.** Knowledge and experience acquired through GFWC volunteer training and community service can enhance a personal resume and open the door to new career or personal opportunities. They can also prompt new academic pursuits and success in a wide variety of fields.
- **A varied volunteer menu.** GFWC offers many national resources to help clubs plan and create community service projects in the diverse areas of Arts and Culture, Civic Engagement and Outreach, Education and Libraries, Environment, and Health and Wellness. GFWC also supports Special Programs that advance issues of Domestic and Sexual Violence Awareness and Prevention and encourages members to become Advocates for Children.
- **Health and happiness.** Studies show that the personal satisfaction that comes from making a positive difference helps volunteers live longer, function better, suffer fewer ills, and enjoy life to the fullest.



GFWC
est. 1890
GENERAL FEDERATION
OF WOMEN'S CLUBS

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CLUB CONNECTION INITIATIVE: MEMBER HIGHLIGHT



At the start of each week, highlight a member of your club, District, or State on your social media platforms and use the hashtag **#WeAreGFWC**. Hashtags are used to raise awareness as they bring social media traffic to your tagged posts. And that is what we want—more people to learn about the General Federation of Women’s Clubs! Be succinct when creating your social media content and always include a picture of the member being highlighted. Be sure to obtain the proper media releases before publishing her name and photo, however. Also, tag your club and state pages to broaden your reach and increase exposure!



FOLLOW US ONLINE

f facebook.com/GFWCMembers
Daily GFWC Updates

@gfwc_hq
GFWC News

@gfwc_whrc
Women’s History & Resource Center

FEATURED PROJECTS



WHO AM I?

Who am I? That is the question GFWC Semper Fidelis Club (ME) wanted to know about all their members. So, the club president introduced a game to do just that. Each member was given a list of fifteen questions to answer about themselves, such as "What is next on your bucket list? What did you want to be when you were small? What is the coolest place to which you have ever traveled?" The completed sheets were all turned in to the President, and two lists were read at the start of each meeting. The club reported how fun it was to go around the room with each attendee, trying to match up the answers to the members!



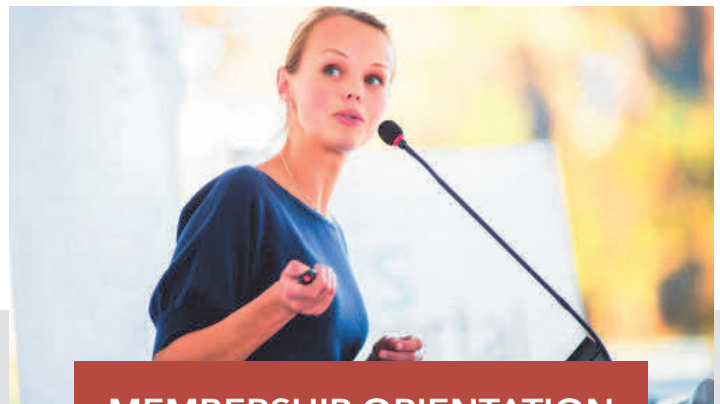
JUNIORETTES PLAN MEMBERSHIP EVENT

GFWC Dominion Juniette Club (VA) demonstrated leadership skills in planning a membership event. The girls arranged the event and planned to give an informative presentation about the club. Each member had an opportunity to contribute to the presentation, some preparing the PowerPoint and some speaking. They explained what the club did and the fun they had while completing projects to ignite interest in joining the club. Only minor guidance from the sponsoring club was given to these girls early on.



BUILDING A GREAT YEAR

GFWC Austintown Junior Women's League (OH) held a construction theme membership mixer with hardhats, safety vests, and construction theme décor, such as orange cones, dump trucks, rocks, and dirt. As members and guests arrived, they were each given a construction cone with a number on it to guide them to the table where they were to be seated, mixing members with guests. Food and desserts were enjoyed by all. Everyone assessed their skills with a game of ring toss on orange cones, and each table was given a construction kit, complete with graham crackers, frosting, and candies, to test their team-building skills. The results were imaginative, and the event was successful as they "built" several new members.



MEMBERSHIP ORIENTATION

GFWC Thompson Falls Woman's Club (MT) has less than one-third of its members who have been part of GFWC for more than five years. It became necessary to help all members understand what being part of the GFWC Montana Federation means. A committee was formed to present three one-hour sessions. **Who Are We?** - Brief history of GFWC, including headquarters building, GFWC Montana, the structure of GFWC, eight Regions, eleven States in the Western States Region, and GFWC Montana's three Districts. This session concluded with the presentation of a promotional video produced by GFWC. **What We Do** - The GFWC Club Manual and its contents were the topics of this session. **Nuts and Bolts** - This session covered awards, programs, LEADS, GFWC Digital Library, *News & Notes*, and *Clubwoman Magazine*.

MARKETING GFWC MEMBERSHIP

The more you TELL, the more you SELL, so tell the benefits of GFWC membership whenever you can. Assure a prospective member that her experience will be rewarding, challenging, and stimulating. Bring GFWC and club promotional materials to all projects and events. Promote membership by wearing GFWC emblematic apparel, pins, and buttons.

PROMOTE THE VALUE OF GFWC

Do you realize that your annual GFWC membership dues are just \$15 a year? Many people spend that much money for a movie and popcorn, without a second thought. Your dues provide:

- The GFWC Club Manual, which contains information and resources that strengthen your background knowledge and club's activities:
 - Special Programs - The Signature Program: Domestic and Sexual Violence Awareness and Prevention and the Juniors' Special Program: Advocates for Children.
 - Advancement Plans - Communications and Public Relations, Fundraising and Development, Leadership, Legislation/Public Policy, Membership, and the Women's History and Resource Center.
 - The Community Service Programs, which offer tools for developing and executing action plans to create effective projects in Arts and Culture, Civic Engagement and Outreach, Education and Libraries, Environment, and Health and Wellness.
 - The GFWC Awards, Contests, and Grants, which provide recognition and/or financial rewards to GFWC members, clubs, and State Federations.
- The GFWC Communication Tools, which offer up-to-date information to keep members and clubs informed and connected:
 - GFWC's website (www.GFWC.org) is our cornerstone communication channel that provides organizational history and current information, notice of upcoming events, member and club highlights, GFWC Marketplace access, and various resource and program materials.
 - *GFWC Clubwoman Magazine*, our quarterly electronic magazine, includes seasonal happenings and events, provides club information and support, including everything from administrative details to Affiliate Organization initiatives, guest articles, and more.
 - *News & Notes*, GFWC's weekly e-newsletter, provides timely information straight to your inbox, with highlights of various programs, member and club news, plus GFWC Marketplace sales. Look for a link to the GFWC Blog for an inside peek at many successful club projects.
 - GFWC Facebook provides daily updates on historic commemorations and current events. Join the conversation, connect with fellow members, and be the first to know about special offers. Go to www.Facebook.com/GFWCMembers to get started.
- The GFWC Member tab at www.GFWC.org/Membership, contains resources to help members and clubs reap the rewards of GFWC's dynamic network of community volunteers, including:
 - Member Discounts with a listing of companies offering special discounts
 - A Mediators Program that offers specialized, confidential assistance with difficult issues related to club members and/or club development.
 - A Top Projects lists of Award Entries may be found in the Digital Library. These projects are sure to stimulate new ideas and activities in clubs.
- The GFWC Women's History and Resource Center provides members with access to GFWC Headquarters and its archives through tours, exhibits, publications, and an interactive history timeline on the GFWC website. The GFWC WHRC publishes a quarterly newsletter that all members can subscribe to via the GFWC Member Portal.



- GFWC affinity programs offer various member benefits and discounts, including travel and tour opportunities, auto, home, and pet insurance, office products through ODP Business Solutions, and hearing benefits. Information can be found on the website homepage on the Membership pull-down tab.

Add benefits and rewards to this list that are specific to your club. Take time at a meeting to have members share their own stories about membership in the club and how GFWC has been a valuable life resource for them. Personal anecdotes are the best way to effectively communicate the benefits of belonging to GFWC.



GFWC CLUBWOMAN MAGAZINE

The quarterly electronic magazine of the General Federation of Women's Clubs, whose members are dedicated to community improvement by enhancing the lives of others through volunteer service, is available to all members in the Member Portal. It is located in the Digital Library under "Clubwoman."

RETENTION

After a summer break, many clubs renew their work in August or September. This is an opportune time to strengthen core groups of members.

Start the new club year right by surveying members. For example, you can ask the club officers to give a list of their "Wells and Betters." This includes what they thought the club did well over the past year and what they believe the club could do better. When you are honest with yourselves on your weaknesses, you can develop new approaches, highlight your strengths, and enjoy a renewed sense of purpose and focus.

Here are a few ways you can strengthen membership retention in your club!

EDUCATE YOUR MEMBERS

Research shows that a positive program on the benefits of belonging to GFWC can increase a club's overall retention rate. This program, or a "Federation Refresher," is essential for instilling a sense of pride and purpose in both new and seasoned members.

All members should be knowledgeable about GFWC, which offers many programs designed to keep members informed and connected. In any refresher, include information on why Unity in Diversity was chosen as the GFWC motto and why it is as important today as it was when it was adopted at the first GFWC Convention.

Create one-on-one connections with GFWC:

- Encourage attendance at District, State Federation, Region, and GFWC meetings. Plan to go to every GFWC meeting with a full car! Make every trip an adventure.
- Invite a State Federation Officer or another GFWC leader to speak at a club meeting. Use the speaker's area of expertise as the theme for the meeting.

Celebrate GFWC:

- Celebrate GFWC Federation Day on April 24 by organizing and conducting a fun community service project. Wear GFWC emblematic apparel so the color becomes associated with club events.

- Ask the mayor to designate April 24 as GFWC (insert name of your club) Day, to recognize the contributions your club has made to the local community.
- Invite television and newspaper reporters to your club's major community service events. Be ready with stories and facts about the impact of your club.

ENGAGE YOUR MEMBERS

A stable core of experienced members is the backbone of every club. New members can lean on and learn from members who have an institutional memory and history. Working together, experienced members and new members can function like one healthy body—standing tall, moving forward, and making strides toward accomplishing your club's goals. Members who actively participate in club work are more likely to want to continue their membership.

To engage your members, your club should ensure an atmosphere of fellowship and friendship and provide varied opportunities for them to exercise their talents and abilities. Encouraging involvement from both longstanding and new members not only capitalizes on members' creativity, skills, and energy, but also increases their commitment and allegiance. Members need to feel useful and have a continuing reason to belong. Consider subsidizing a trip to a convention or conference to help members connect with other members and the Federation. Raffles or fundraisers could produce the revenue to offset the cost.

Find ways to use the talents of ALL members and engage every member in club projects to avoid conflict. Ask for and try to implement member suggestions to keep your club happy, strong, and growing.

Each club and community is unique. Adopt or adapt these suggestions to revitalize and engage your members:

- Encourage member input through a suggestion box, surveys, one-on-one calls, or by having an informal chat session at a club meeting.
- Establish and maintain an effective system of communicating with members:
 - Create a club newsletter, including a Club President's Message, news about recent program/project successes, upcoming club events, member highlights, and other pertinent information, such as notices from the State Federation, Region, and GFWC.
 - Remind members of regular meetings and special events.
- Encourage attendance at District, State Federation, Region, and national GFWC meetings and events to learn about important program information and other news. Club leaders should stress that all members are welcome and encouraged to attend GFWC meetings.
- Keep club projects fresh, relevant, and interesting. When members begin to tire of a project, it is time to change it.
- Initiate brainstorming sessions to give all members a voice in club activities and promote a sense of club ownership.
- Keep a tab on member satisfaction with periodic surveys. Individual interests change with time as members grow and evolve.

EMPOWER YOUR MEMBERS

Respect the limits of your members' time by being flexible and efficient, and they will be more likely to make GFWC a permanent fixture in their lives.

- Streamline meetings to ensure they are as convenient and productive as possible and ensure they meet the needs and diversity of club members.
- Schedule meetings at a time that accommodates as many members as possible or consider a "Morning Division" and "Evening Division."



- Email the Treasurer's Report and minutes of the last meeting prior to a regular meeting so they can be reviewed in advance for corrections and/or additions.
- Make an agenda and stick to it. Typically, two hours should be adequate for a full meeting.
- Use committees to consider preliminary planning and develop a project proposal to present at the meeting. The time saved through such committee brainstorming minimizes the length of the meeting.
- Keep reports brief and to the point by sharing lengthy program considerations and project and personal news in the club newsletter.
- Allow time for discussion but set a time limit on debate.
- Ensure an outside speaker's topic will be interesting and relevant to the club's goals. Inform the speaker of the time limit and be sure it is respected.
- Schedule a period of social time with refreshments before or after the business meeting, so members can attend as their time allows.
- Consider scheduling some social opportunities outside of meeting times. These opportunities can be on a regular basis, like a "Morning Moms" group that meets once or twice a month for coffee after dropping children off at school, or intermittent, such as an impromptu lunch or after-work "wine down." Or, invite members to start a yoga group, book club, or other common-interest activity.

Remember rules, regulations, requirements, and traditions are not set in stone. Parliamentary procedure outlines a set of rules to assist a club in best practices, but those rules are not meant to stifle the fun and enthusiasm of your club. Routinely review club bylaws and standing rules and amend those that no longer serve the club or member concerns, situations, and/or interests. In doing so, pay special attention to those that require attendance at a certain number of meetings or call for a set number of volunteer hours of service.

MAKE IT EASY TO RENEW

When it is time to pay club dues, make the process as easy as possible for members. Consider setting aside a time before or after a meeting or sending an email notice or invoice, in addition to the typical newsletter reminder. Provide a breakdown of annual dues (\$15 GFWC, plus state and club dues), so members understand what their money supports.

If a member is delinquent, contact them discreetly. Family illness, job layoff, or other unfortunate circumstances might be a limiting factor. Perhaps a payment plan can be suggested, or the club can establish a fund for such purposes.



RECOGNIZING AND REWARDING MEMBERS

Members are more likely to remain enthusiastic about a club that has a positive and fun outlook. Members do not join a club to be recognized, but everyone needs and appreciates affirmation. Positive words can mean a lot. Honor and celebrate your members. Look for an opportunity, such as after a big project or fundraiser, to have an awards ceremony with some funny certificates, such as the "Duct Tape Award," for the member who can fix anything, and the "Little Miss Sunshine Award," to the member who is always smiling. Share a laugh and make them feel special at the same time

RECOGNIZE YEARS OF MEMBERSHIP

You can never say thank you enough! Let members know how grateful you are by celebrating their GFWC service with a GFWC membership recognition pin:

- GFWC Gold Pins are awarded by GFWC to 50-year members. The member's club president must request the Gold Pin, which is free of charge, by filling out a request form available on the GFWC Member Portal. If State Federation and District leaders also want to recognize long-term members at their meetings, they may request information about recent Gold Pin recipients in their area from GFWC Membership Services at GFWC@GFWC.org.
- GFWC Silver Pins that recognize 25-year members, may be purchased through the GFWC Marketplace.
- Other pins available for purchase from the GFWC Marketplace include five-year, 10-year, 15-year, 20-year, 30-year, 35-year, 40-year, 45-year, 55-year, 60-year, 65-year, and 70-year pins.



CELEBRATE CLUB ANNIVERSARIES

Each year provides an opportunity to celebrate your club's anniversary, which can be a very meaningful time for all members. Whether it is five or 50 years since the founding of your club, consider honoring one member each year with a "GFWC Clubwoman of the Year" award for their dedication and service. You can also honor a new member with a "GFWC Rookie of the Year" award for efforts to get involved with projects.

GFWC acknowledges milestone club anniversaries with a certificate, letter from the GFWC International President, and recognition in *News & Notes*. GFWC defines milestone anniversaries as

25, 50, 60, 70, and every five years thereafter. Anniversary dates are based on the date when the club joined GFWC, not the date when the club was founded. GFWC was founded in 1890. Therefore, 1890 would be the earliest year used to calculate an anniversary, even when a club had been founded prior to that time.

To request recognition of a club's milestone anniversary, contact GFWC@GFWC.org or mail your request to GFWC Membership Services, 1734 N Street NW, Washington, DC 20036, ATTN: Club Anniversaries. Please allow a minimum of 3-4 weeks to process your certificate request. The request must include:

- Complete name of the club.
- Anniversary year being celebrated (25, 50, 60, 70, and every five years thereafter).
- Date (year and month, if possible) when your club federated with GFWC.
- Name and address of current club president.
- Name and address where certificate and letter should be sent.
- Club's deadline for receiving the anniversary certificate.

RECRUITING MEMBERS

Communities across the country and around the globe benefit from the work of GFWC club members every day. One of the most important goals we have is to continue to move forward. New members can be found everywhere we go. The key is to share GFWC with everyone!

During recruiting season, ask every member to bring a friend to your prospective-member event or first club meeting, reaching out to women from various parts of the community. Reward members for bringing in new members—make a game of it! For example, every member who brings a guest to a meeting could receive a free ticket for the next month's raffle. If the guest joins as a member, her host gets five free tickets. Ensure the raffle item is something everyone will want, such as a gift certificate for the mall or a popular restaurant. Regardless of the outcome, recognize all members who participate in recruitment.

Neighbors, friends, co-workers, and relatives all deserve the chance to be a part of GFWC, because GFWC has, does, and will continue to change lives and communities for the better. Recruiting is vital to GFWC success, so it is important that we invite and encourage women to join our clubs.

Recruiting and welcoming new members is an ongoing process that requires the focus and commitment of everyone. The most important aspect of recruitment is the determination to succeed. Without dedication and follow through, no recruitment campaign will be as successful as it could be. The process must have the full support of every club member and be viewed as a shared responsibility.

NEW members will always be attracted to a strong, solid, and engaged club. During this administration, we encourage you to build membership and continue to track and submit the number of NEW members joining your club quarterly. In addition, this committee is asking you to concentrate on these **internal** focus areas, designed to help your club strengthen membership **retention**, as discussed above.

Clubs that successfully secure three new members through their recruiting efforts will be featured in *GFWC Clubwoman Magazine*. Send the recruiter's name and the contact information of the new, active, dues-paying members to your State Membership Chairman.



PARTICIPATE IN GFWC'S "EDUCATE, ENGAGE, & EMPOWER" RECRUITMENT CAMPAIGN

During this administration, we encourage you to build membership and submit the number of NEW members joining your club quarterly. Join GFWC clubs nationwide and report your successes in membership recruitment and development!

July, August, September**Focus On: Clear Communication**

Concentrate on providing your members with regular updates through email, newsletters, social media, and your club website. Be sure to note a way for them to contact leadership with feedback or any concerns they may have.

Report Due: October 1

October, November, December**Focus On: Member Value and Benefits of Belonging**

Clearly educate and communicate the value of being a member of your club and GFWC. Review membership benefits regularly based on member feedback and adjust accordingly.

Report Due: January 2

January, February, March**Focus On: Diverse and Inclusive Programming**

Be sure you are considering all members' needs when organizing your calendar of events and activities. Ensure club programs are accessible and open to a diverse membership base.

Report Due: April 1

April, May, June**Focus On: Professional Development**

Offer leadership workshops and seminars or training that could contribute to your members' personal growth. Provide access to tools and resources that can help them advance in their careers, such as project management and public speaking.

Report Due: July 1

REFERRALS FROM HEADQUARTERS AND FACILITATING TRANSFERS

The GFWC website is often visited by women interested in joining a volunteer community service organization. Typically, an email is received by GWC Membership Services. These potential members have already taken the first step in learning more about GFWC; they are already interested in information about clubs near their home. The hard part is done! Here is what happens next:

- When Membership Services receives an email inquiry, a return email is immediately sent, and the original email is forwarded to the State Membership Chairman.
- The State Membership Chairman (or Junior Membership Chairman, if appropriate) contacts the local club president and provides her with the prospective member's contact information.
- If your club is contacted, do not let this promising lead slip away. A quick phone call or email is all it takes to acknowledge the person's interest and provide an invitation to a club meeting or event.

Likewise, when a loyal member is relocating to a new community and must leave your club, help her contact GFWC Membership Services so she can connect with a GFWC club near her new location. It can be easy to put aside an effort to find a new club during a move, and once she becomes busy with new activities and commitments, a valued member could be lost.

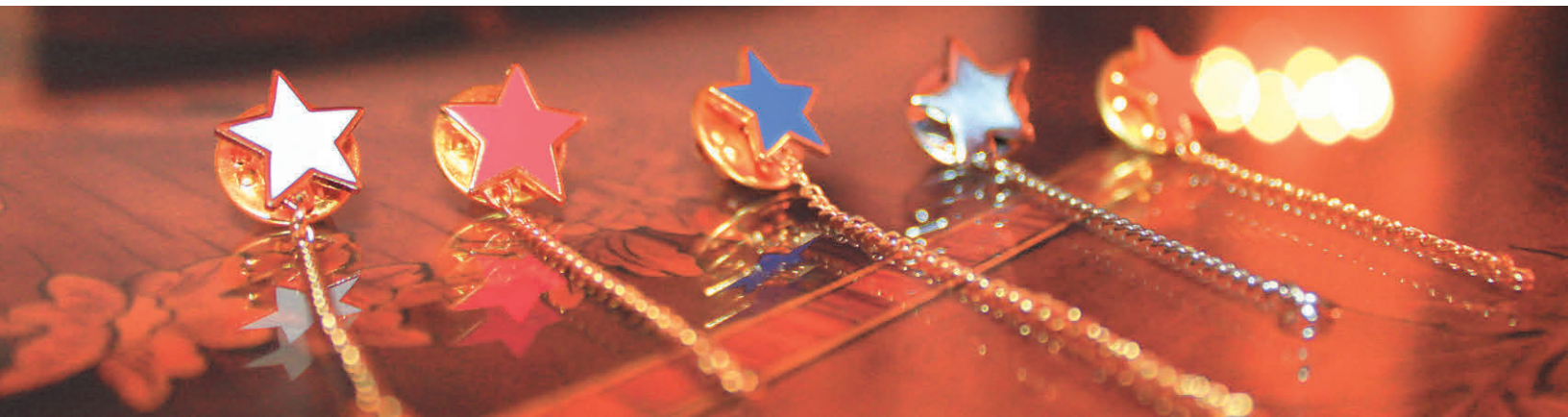


CELEBRATE CLUB MEMBERS' RECRUITMENT SUCCESSES

Star Recruitment Pins and Circles are incentive rewards for successful recruiters. The first five awards, recognizing those who have recruited five to 29 new members, are small star-shaped pins with a butterfly clasp and small chain that attaches to the stem of the GFWC Member Pin. Members who have recruited 30 or more members will be awarded a color circle to wear behind their star pins. Awards are cumulative and can cross Administrations. There are 10 levels:

- Recruiters earn a white star for 5 to 9 new members.
- Recruiters earn a red star for 10 to 14 new members.
- Recruiters earn a blue star for 15 to 19 new members.
- Recruiters earn a silver star for 20 to 24 new members.
- Recruiters earn a gold star for 25 to 29 new members.
- Recruiters earn a white circle for 30 to 34 new members.
- Recruiters earn a red circle for 35 to 39 new members.
- Recruiters earn a blue circle for 40 to 44 new members.
- Recruiters earn a silver circle for 45 to 49 new members.
- Recruiters earn a gold circle for 50+ new members.
- Recruiters earn certificates for 60, 70, 80, ect., new members.

Send the names of your club's successful recruiters and the names and contact information of the new, active, dues-paying members to your State Membership Chairman. **Only this Chairman can order Star Recruitment Pins and Circles.** Clubs should maintain accurate recruiting records that can be passed from one Administration to the next.



GET AN EARLY START ON RETAINING MEMBERS

The process of retaining club members can never start too early. The addition of new members signals the start of the most critical part of any membership plan—new member retention. The first year is the most crucial in a GFWC clubwoman's membership. New members must immediately feel they can make a meaningful contribution to the club and community. By inviting and encouraging new members to be involved, you will build loyalty and commitment to the club's service projects and GFWC's mission. At the end of a new member's first year, let them know how much you appreciate their work and enthusiasm. Then, continue to build a solid foundation by asking for their feedback. Did the club meet their expectations? What did they enjoy most about their membership? How would they like to participate in the coming year?

ESTABLISHING NEW GFWC CLUBS

GFWC clubs and individual members are encouraged to look for opportunities to build a new GFWC club or federate an existing, non-GFWC club. The Membership Chairmen should be well-versed on the points of the GFWC resource, "How to Build a NEW GFWC Club." An existing GFWC club can sponsor any type of club. A Woman's Club might sponsor a collegiate club at a local university or a Juniette Club at the high school. A Junior Woman's Club might start a cyber club. Whatever the case, State Membership Chairmen and the GFWC Membership Services Department will be glad to provide assistance as needed.

GFWC MEMBERSHIP CATEGORIES

Before federating a new GFWC club, it is important to understand the many GFWC membership categories specified in the GFWC Bylaws, as well as those defined by membership practices. The following types of clubs are recognized by GFWC.

ACTIVE

WOMAN'S CLUBS

These clubs are clubs that are not otherwise designated as Junior, Juniette, International, or National Clubs. This group constitutes the largest portion of active membership.

JUNIOR WOMAN'S CLUBS

These clubs hold active membership status and participate in the regular programs of GFWC. Junior Clubs vary in age range and not all states have Junior Clubs or membership categories. Some State Federations have an age cap on Junior membership, while others do not. At the GFWC level, Junior Clubs are represented by the GFWC Director of Junior Clubs, a nationally elected officer who serves as a member of the GFWC Executive Committee for one Administration and presides over all Junior functions at GFWC meetings.

JUNIORETTE CLUBS

These clubs are composed of young women in middle school or junior or senior high school with an age range from 12 to 18 years old. Juniette members can have voting privileges at the GFWC Annual Convention, are eligible for awards, and have state reporting responsibilities, like other active clubs. Juniette Clubs must be sponsored by a Woman's Club, Junior Woman's Club, District, or State Federation. It is recommended that each Juniette Club have a GFWC State/Club Advisor. For guidelines on establishing a Juniette Club, refer to the Juniette Club Manual section of the Club Manual in the Member Portal.

NATIONAL CLUBS

These clubs are clubs that have a nationwide membership composed of Past Region Presidents, Past State Presidents, and Past State Directors of Junior Clubs from one administration or multiple administrations. The GFWC Booster Club, composed of friends and relatives of individual members, is also a National Club. All National Clubs pay per capita dues to GFWC.

INTERNATIONAL CLUBS

These clubs are composed of members who reside outside the United States and **pay per capita dues** to GFWC.



ASSOCIATE

NATIONAL ORGANIZATIONS

These organizations are national in scope and their work is germane to GFWC programs.

INTERNATIONAL AFFILIATES

These clubs, federations, and associations are composed of members who reside outside the United States. Their work is germane to GFWC programs, and they **pay flat-rate dues**. If you or someone in your club has an international connection, consider facilitating the creation of a GFWC International Affiliate Club. For assistance, contact GFWC Membership Services and the Chairman of the GFWC International Liaison Committee, **Nancy Ames**, nancygfwcames76@gmail.com who is responsible for maintaining communications and a strong bond with these clubs.

ALTERNATIVE AND FLEXIBLE CLUB MODELS

In addition to the traditional club models, unique and flexible club models open new opportunities to engage in GFWC's volunteer efforts. Among such alternative models are:

SPECIAL INTEREST CLUBS

Special Interest clubs are active clubs paying per capita dues that function in different ways than traditional clubs.

COLLEGIATE CLUBS

A collegiate club functions in the campus setting and provides service opportunities that accommodate the student lifestyle. Juniors who have graduated from high school can maintain their GFWC affiliation with a Collegiate Club.

CYBER CLUBS

This type of club is designed for members who want to engage in volunteer service and membership opportunities but cannot attend meetings. Club business is transacted through electronic means. Some traditional clubs may even have "cyber members" who attend meetings via Skype, Zoom, or other electronic means.

SINGLE ISSUE CLUBS

GFWC offers a diverse array of Special and Community Service Programs, but clubs alone determine their work. It is okay for a club to work on a single issue.

WORKPLACE CLUBS

Members who work together already have something in common and often spend many hours together. They have the flexibility to meet during work breaks, such as at lunchtime or outside of work. Meetings scheduled just before or after work can be very convenient.

RETIREMENT COMMUNITY CLUBS

Retirement Communities often gather retirees together from various states. Connecting with other clubwomen offers a ready group of friends with common interests.



GRANTS

GFWC grants are available to clubs to assist with recruitment efforts and to State Federations to assist in the development of a new membership recruitment project/campaign at the state level. Designated for each GFWC fiscal year, which begins July 1 and ends June 30, GFWC offers \$50 to clubs for member recruitment programs and \$100 to State Federations for new state-level membership projects/campaigns.

To apply, download the Membership Grant Application for clubs or State Federations from the Member Portal.

Return the form to GFWC at least 45 days prior to the event. GFWC will award no more than one grant per club or State Federation per GFWC fiscal year. If you have any questions or need help accessing the grant application, contact GFWC@GFWC.org or call 202-347-3168.

AWARDS

GFWC recognizes State Federations for outstanding projects and clubs for creative projects in implementing effective Membership Advancement Plan projects as follows:

- A certificate to one State Federation in each membership category
- A \$50 award to a single club for the most creative and effective project

Award winners will be determined by entries into the Award Program. Each State Federation may submit one State Award Entry and one Club Creativity Award Entry for Membership Advancement Plan projects. Clubs do not submit entries directly to GFWC.

SPECIAL MEMBERSHIP AWARDS

An award certificate will be given at the 2026 GFWC Annual Convention to each state that federates one or more new clubs with GFWC during the 2024-2026 Administration, plus a financial award of \$50 for each club that is federated. State Membership Chairmen must send the completed New Club Form to GFWC Headquarters within 60 days of the new club's federation date for the new club to qualify, with a copy to the GFWC Membership Chairman. The award is based on information provided to GFWC via the New Clubs Forms submitted between July 1, 2024, and February 15, 2026, and with new club dues paid by February 15, 2026.

Additionally, each state federation that retains at least 90% of its membership between July 1, 2024, and February 15, 2026, will be recognized onscreen at the 2026 GFWC Annual Convention. The recognition is based on information provided via the State Retention Form, submitted by February 15, 2026.

Refer to the Awards section of the Club Manual for more information, including the Award Entry Cover Sheet and guidelines.

THE GFWC JUNIORETTE MEMBER AND CLUB

MEMBERSHIP ADVANCEMENT PLAN

2024-2026 GFWC CLUB MANUAL

**“DO YOUR LITTLE BIT OF GOOD WHERE YOU ARE;
IT IS THOSE LITTLE BITS OF GOOD PUT TOGETHER
THAT OVERWHELM THE WORLD.” ARCHBISHOP
DESMOND TUTU**

One is never too old, and one is never too young to make a difference. GFWC's Junioresettes are examples of how the call to do community service can be answered at any age.

A Junioresette Club offers its members the following opportunities:

- To contribute to a meaningful community life
- To learn the pleasures and rewards of working with a group
- To develop leadership skills
- To become aware of community problems and how they could be remedied
- To learn how to become advocates through civic engagement

The GFWC Junioresette Membership category was introduced during the 1966-1968 Administration of GFWC International President Carolyn Pearce (GFWC Florida), who stated, “I can think of no better means of assuring the continuity of Federation work and influence for community good that we represent than by encouraging the formation of GFWC clubs for Junioresettes.”

According to GFWC Bylaws, Junioresette Clubs are comprised of young students in middle schools, junior high schools, and high schools.

Junioresettes have school, extracurricular activities, and social lives to juggle, but they find time to make positive changes in their communities. Look for GFWC posts where project suggestions for the Junioresette age group and their club advisors will be shared.

Experience has shown that each club is unique. GFWC Clubs have sponsored and organized their clubs with different types of membership:

- Some note that their Junioresette Club is more successful when organized for either a middle/junior high school or high school club, but not both. This is due to differences in interests, abilities, and maturity.
- Others indicate that their Junioresette Club is more successful when organized, combining middle/junior high schools with high schools. Putting the two age groups together does more to develop leadership as the older “seasoned” students mentor the younger students. The younger students gain more confidence knowing a high school student is willing to befriend and mentor them in club work.



GFWC
est. 1890
GENERAL FEDERATION
OF WOMEN'S CLUBS

**2024-2026
JUNIORETTE CHAIRMAN**

Darlene C. Adams, Chairman
101 Woodridge Lane
Picayune, MS 39466-8850
601-590-0251
darlenecadams.gfwc@gmail.com

SPONSOR A JUNIORETTE CLUB

Federating a Juniorette Club requires a commitment from a sponsoring club, which must be an active GFWC Woman's Club or Junior Woman's Club in good standing, and a dedicated member to serve as a club advisor. It is required that sponsoring club members accompany Juniorette Club representatives to all levels of GFWC meetings, including State Federation, Region, and/or GFWC.

GFWC JUNIORETTE LEADERSHIP CERTIFICATION



GFWC has initiated a six-month certification program in which Juniorette Clubs may participate. The intent of the certification program is to allow all members to obtain additional leadership skills at the club level, through their GFWC experience. Clubs would participate each month in six of the eight categories. More information and Form of Intent can be found in the GFWC Member Portal, Digital Library in the "Junior & Juniorette" folder.

FEATURED PROJECTS



**JUNIORETTE PLAN
MEMBERSHIP EVENT**

GFWC Dominion Juniette Club (VA) demonstrated leadership skills in planning a membership event. The girls arranged the event and planned to give an informative presentation about the club. Each member had an opportunity to contribute to the presentation, some preparing the PowerPoint and some speaking. They explained what the club did and the fun they had while completing projects to ignite interest in joining the club. Only minor guidance from the sponsoring club was given to these girls early on.



**ESO PROGRAM - CAJUN NIGHT
BEFORE CHRISTMAS**

GFWC Mississippi Juniette Diamonds (MS) at their December meeting, had an advisor dressed in Cajun attire and read in Cajun dialect the book, "Cajun Night Before Christmas," from the GFWC Mississippi ESO Reading List. Papa Noel, a character from the book, made a surprise visit and handed out treats to everyone in attendance.



**BABY SUPPLY DRIVE FOR
EARLY HEAD START**

The GFWC A.L. Brown Juniettes Club (NC) partnered with the Early Head Start center in their community. The club created a drive for students to donate items needed by the center. Collection bins were placed around their school for 4 weeks, and donations were delivered to the Early Head Start center.



MANGROVE RESTORATION

The GFWC Juniette Club of Jupiter-Tequesta (FL) volunteered to help restore mangroves at Tarpon Cove in Palm Beach. They planted red mangroves and spartina grass, partnering with the County Environmental Resources Management and MANG, an environmental apparel company, in working for the restoration of their coastal ecosystems as well as to educate future generations.

HOW TO FORM A NEW JUNIORETTE CLUB

PART 1. GETTING STARTED - BEFORE YOUR FIRST MEETING

The age range of potential Juniorette Club members will determine where and how to recruit prospective members.

Potential members might be:

- Children or grandchildren of club members.
- High school students with a community service requirement for graduation.
- Those looking for scholarship opportunities through clubs, Districts, or State Federations.
- Young people responding to volunteer opportunities posted on the club website.

Potential members might be recruited through the assistance of:

- Using Social Media.
- Post in the school paper.
- Teachers and school administrators.
- Home school groups.
- Local business leaders.
- Referrals sent from GFWC Headquarters.

Another membership recruitment strategy:

- Like other society clubs at schools where students are selected to join, send potential members an invitation letter stating that they have been "selected" to join the Juniorette Club. One successful club's advisor states, "This has increased their membership because students see that it is an honor to be a member."

Finally:

- Remember that "Juniorettes come in pairs."
- Encourage initial contacts to provide additional names to grow a list of potential members.
- Do not limit membership to one school; consider recruiting members in all public, private, and home school groups in the area.

Typical platforms Juniorettes use to communicate are Instagram, TikTok, Snapchat, and Facebook with the majority of teens using TikTok and Instagram. Remember platforms most often used by club advisors and keep them informed. These can be used as communications or for club meetings.

Juniorette social media pages are beneficial as a recruitment platform for potential Juniorette members. They can reach Woman's Clubs and Junior Woman's Clubs, as well as community, business, and municipal leaders that typically use Facebook and other popular social media platforms.

Juniorette Clubs are established by the same method as other GFWC clubs. However, the sponsoring GFWC club and advisor are key components of the club's formation, development, and success.

THE ROLE OF THE SPONSORING CLUB:

- Accepts responsibility for ensuring the success of the Juniorette Club.
- Serves as a model of leadership, cooperation, and understanding.
- Ensures that the Advisor of the Juniorette Club is also included in the sponsoring club's Directors and Officers Liability Insurance Policy.



- Understands that homework and school activities come first.
- Provides guidance and advice when asked or needed.
- Allows Juniorette Club to assume and practice as much autonomy as possible.
- Keeps lines of communication open.
- Assumes some (optional) financial obligations, including:
 - Providing seed money to organize the club and/or support club projects,
 - Paying for or providing the club's liability insurance, if not included in sponsoring club's policy,
 - Assisting the club in establishing an annual budget and opening a bank account
 - Providing other financial assistance as needed.

THE ROLE OF THE CLUB ADVISOR(S):

- Attends all Juniorette meetings and activities.
- Is a member of the Sponsoring GFWC Club and knows about GFWC and the State Federation.
- Serves as a model of leadership, cooperation, and understanding.
- Works to ensure the progress and development of the Juniorette Club.
- Provides guidance and advice on an ongoing basis.
- Encourages the Juniorette Club to assume and practice as much autonomy as possible.
- Understands the principles of leadership and helps meetings run smoothly.
- Serves as a liaison between the sponsoring club and the Juniorette Club.
- Enjoys mentoring young people and is patient and flexible.

THE ROLE OF THE JUNIORETTE CLUB MEMBERS:

- Attend meetings.
- Participate in projects.
- Promote membership in the club.
- Are positive and enthusiastic about the club.
- Commit to developing leadership skills to expand the club's impact.

LAYING THE GROUNDWORK OF THE JUNIORETTE CLUB:

Begin with a core group of potential members:

- Bring 3 or 4 girls together with the club advisor and one or two sponsor club members for an exploratory meeting to determine interest. Check the number required to start a club in your state's bylaws.
- Brainstorm ideas for where and how to find other interested Juniorette members.
- Encourage prospective members to make lists of friends/acquaintances to invite to the first "meeting."

The sponsor club is responsible for organizing the first few gatherings of potential Juniorettes, including:

- Time and place:
 - Make sure the meeting doesn't conflict with exams or major school activity (prom, big football game, vacation, etc.).
 - If the meeting is to be held in school, check with school administration regarding any requirements or restrictions.
 - The meeting place conveys a message about the club; select a neutral, easily accessible

- public facility.
- If the meeting is held on a weeknight, consider adjourning early enough for a “school night.”
- Invitations:
 - Can be hand-written, computer-generated, sent by email, announced on posters, advertised in school newspaper, telephoned, evite, Facebook, etc.
 - Keep the invitation friendly, informative, and brief.
 - Be sure to include “bring your friends.”
 - Include a “hook” that will appeal to potential members, such as “we need your help to (mention potential project)” or “let us help you graduate (if community service is required for graduation).”
 - Include the phone number and email address to RSVP.
- Refreshments are absolutely necessary!
- Sign-in sheet/name tags/handouts:
 - Sign-in sheet should include:
 - Name
 - Address
 - Phone number
 - Email

PART 2. READY, SET, MEET!

FIRST MEETING: KEEP IT SHORT, SIMPLE, AND SATISFYING

- 90 minutes for the entire meeting is about right - it shouldn't be longer.
- 10-minute welcome/introduction of all present.
- Possibly include an icebreaker: everyone wearing blue sits together, red, green etc.
- 20 minute “orientation.” No Longer!.
 - Brief explanation of GFWC.
 - Brief description of program areas, including examples of club activities in each area that will appeal to Junioresettes.
 - Brief introduction of officer's roles and duties.
 - If sponsor club officers are present, each one can briefly address her responsibilities.
 - Brief discussion about club, State, and GFWC dues.
 - Dues convey voting rights and representation at all levels of the Federation.
 - Dues provide eligibility for awards and recognition at the national level.
 - Dues enable the club to receive all materials and information from the State and National Federation.
 - Dues support the national and international mission of GFWC
 - Junioresette club sets its own dues.
- 15-20 minutes for Questions and Answers.
 - Could go longer if enthusiasm and interest warrant.
 - It might help to have a “plant” in the audience who is prepared to get the ball rolling by asking the first question, if necessary.
- 5 minutes for declaration of intent to form a club.
 - Explain and ask for a motion indicating the desire of the group to form a new GFWC Junioresette club.

- 5-10 minutes to establish time and place for a second meeting.
- Organize communications committee for follow-up and reminders.
- Emphasize “bring a friend” to the next meeting.
- 30 minutes for refreshments and informal Q&A.

SECOND MEETING: LET’S GET ORGANIZED

- Advisor plays an important role at this meeting by providing guidance and advice on procedural issues – and brings refreshments!
- Prior to the meeting, the advisor consults with the core group to establish an agenda for the meeting.
- The communications committee is informed about the agenda prior to calling potential attendees.
- Advisor opens the meeting with a welcome to returning attendees and, hopefully, first-timers.
- Advisor distributes copies of the Juniorette Pledge to recite together.
- Introductions/Icebreaker:
 - Icebreaker to split up and/or avoid cliques (i.e., first names starting with A-G sit together, H-P, Q-Z).
 - Name tags should be used.
- Elect officers: President, Vice President, Secretary, Treasurer
 - Advisor needs to have brief descriptions available of responsibilities of each position.
 - Advisor should know and explain proper parliamentary procedure for nominating/electing officers.
 - Check state bylaws for the minimum number of club members.

THIRD MEETING: GET DOWN TO BUSINESS

- President opens meeting with a welcome:
 - Group recites Juniorette Pledge.
 - New members/guests are introduced.
- Bylaws are presented:
 - Discuss bylaws.
 - Adopt bylaws by majority vote.
- Collect dues:
 - Advisor and Treasurer will open a bank account.
- Survey the interests and abilities of members:
 - Brainstorm types of activities members are interested in pursuing. Every idea is an idea to consider.
 - Be reasonable and realistic: consider time and money constraints.
 - Narrow down suggestions to 3 or 4 real possibilities.
 - Vote.
- President asks for (or appoints) volunteers to form a committee to start organizing the first project.
- President asks for (or appoints) a Communications Committee:
 - Committee will contact members to remind them of the next meeting and any assignments or things needed for the meeting.
- End meeting with refreshments/social time.

PART 3. WHAT DO WE NEED TO KNOW?

THE SPONSOR CLUB MUST BE AN ACTIVE GFWC WOMAN'S OR JUNIOR WOMAN'S CLUB

- A committee of knowledgeable GFWC clubwomen will serve as advisors.
- Sponsor club members are required to accompany all Juniorette Club representatives to District/State/International GFWC meetings if Juniorettes attend.

THE GFWC SPONSOR CLUB PROVIDES AN ADVISOR WHO:

- Attends all Juniorette meetings and activities.
- Has familiarity with the parliamentary procedure to help meetings run smoothly.
- Is a member of the sponsoring club and knowledgeable about GFWC and the State Federation.
- Serves as a liaison between the sponsor club and the Juniorette Club.
- Gives a monthly Juniorette report at the sponsor club's monthly meetings.

FINANCIAL OBLIGATIONS OF THE SPONSOR CLUB ARE OPTIONAL AND CAN INCLUDE:

- Sponsor club can help Juniorette Club establish an annual budget.
- Sponsor club can assist Juniorette Club in mechanics of establishing a club bank account.
- Sponsor club can provide "seed money" to help Juniorette Club get started on a project or program.
- Juniorette Clubs are NOT automatically covered by the sponsoring club's liability insurance.
- Juniorette Clubs should carry their own club liability insurance. The sponsor club may choose to cover the cost of this insurance for the first year or two while the Juniorette club gets on its feet.

JUNIORETTE CLUBS RECEIVE ALL MATERIALS AND MAILING SENT TO ACTIVE GFWC MEMBER CLUBS*

- The Juniorette Club president promotes the GFWC *Clubwoman Magazine* located in the Member Portal.
- The Juniorette Club receives every GFWC "all club" mailings.*
- The Juniorette Club is eligible to receive any free GFWC materials.
- The Juniorette Club may apply for GFWC grants.
- The Juniorette Club members are encouraged to subscribe to GFWC *News & Notes*.

**Clubs must provide GFWC with contact information to receive mailings.*

DUES

- Per capita annual GFWC DUES for Juniorettes are \$10.



PART 4. JUNIORETTE AND GFWC

The Juniette Club becomes a member of the GFWC state federation. It is the responsibility of the state federation to forward the dues payment and Juniette Club information to GFWC as soon as the club joins the state federation.

When the Juniette Club information, including dues, is received at GFWC:

- The Juniette Club becomes a member of the General Federation of Women's Clubs.
- The Juniette Club is entered into the GFWC database.
- The Juniette Club will receive a certificate of membership, a letter of welcome from the GFWC International President, and the GFWC New Club Welcome Packet.
- The New Club Welcome Packet includes a welcome letter and certificate, GFWC brochures, Member Portal Flyers, and other resources of value to a new club. They can also be added to the mailing lists for GFWC *Clubwoman Magazine*, *News & Notes*, and other special messages.*
- The Juniette Club president will be able to download the GFWC *Clubwoman Magazine* through the GFWC website and the Member Portal.
- The Juniette Club will receive all mailings sent to GFWC clubs.*
- The Juniette Club will receive voting credentials for the GFWC Annual Convention.

**Clubs must provide GFWC with contact information to receive mailings.*

IMPORTANT INFORMATION

ADVICE FOR ADVISORS

(Adapted from Points of Light Foundation)

1. Make sure Juniettes are involved in the planning process right from the start.
2. You are a role model; Juniettes will reflect what you teach them.
3. Consider the opinions and feelings of Juniettes seriously; be willing to learn from them.
4. Keep your promises.
5. Consider the situations Juniettes have to deal with: transportation, schoolwork, and outside activities.
6. Be upfront, fair, and honest; they don't expect you to be perfect.
7. Communicate: ask questions and listen to the answers.
8. Clearly explain expectations.

CLUB BUILDING BASICS

- Choose club name
 - Remember: club name must include GFWC.
 - Name of club conveys a message about the club.
- Decide on permanent meeting place, if possible.
- Establish meeting schedule (i.e., once a month, twice a month, etc.)
- Establish meeting time.
- Establish dues amount (include GFWC and State dues.)
- Start discussing potential projects and programs.



- Introduce and refer to GFWC and state programs and projects
- Ask each member to come to the next meeting with suggestions
- End meeting with refreshments/social time

SOMETHING TO CONSIDER:

In some communities, it may make sense to organize a Juniorette club in conjunction with the local middle or high school or hold your meetings in the school. In that case, it is **MANDATORY** that you contact the appropriate school administrators as your first step. Write a letter or pay a personal visit to the person at the school who is responsible for coordinating student/school activities. Find out what requirements you need to meet to use school facilities. Emphasize that GFWC clubs—and the Juniorette club—are involved in community service, volunteerism, and leadership training, with supervision provided. To coordinate a Juniorette Club through a school, be aware that the school may have specific requirements for the club, such as depositing club funds into school accounts. Be sure to include GFWC brochures in an initial letter of introduction or during an initial visit.

Required forms for Club Members, Chaperones, and Advisors shall be completed and signed by the appropriate person. These forms shall be held in the member's file for easy access as needed.

- Juniorette Membership Application
- Juniorette Chaperone Form
- Juniorette Agreement Form
- Juniorette Permission/Medical Authorization & Release
- Juniorette Medical & Insurance Questionnaire
- Juniorette Photo Release

PROJECT IDEAS

TEEN DATING AWARENESS AND PREVENTION:

Organize a Teen Dating Violence Prevention event in February for Teen Dating Violence Awareness Month. Members can make posters and display them throughout their school. As a way to promote healthy teen relationships, they can organize special emphasis days at school.

DONATION BOXES FOR PROJECTS:

The school can be a highly visible and convenient place to accomplish its projects. Donation boxes can also be put in churches and local businesses. Talk to your school to set up donation boxes and consider some of these great projects:

- Organize a donation drive for the local food bank.
- Collect winter coats for the homeless.
- Start a book drive for the local library, hospital, school, or relevant charity of choice.
- Collect toiletries for the area women's shelter.
- Have a holiday toy drive for children from low-income families.

VISION BOARDS:

Have members create vision boards as a tool to inspire them to focus on their goals and dreams in life. Information on creating a vision board can be found in the Member Portal, in the Digital Library.

OTHER GROUP PROJECTS

Besides projects that involve donations, there are many more ways that teenagers can make a difference in their communities.

- Organize a car wash (or dog wash!) for a cause.
- Host a charity bake sale.
- Contact the local senior center or nursing home to learn how you can brighten residents' days, maybe by reading to them, etc.
- Create care packages for the homeless shelter.
- Do a run/walk charity event.
- Read to younger children in after-school programs.
- Volunteer at the local library to assist with their special events and book sales.

Juniorettes are trailblazers in their age group and show how community service is an important and worthwhile commitment. There are countless ways that they can give back to their communities, and they are doing just that! We hope some of these ideas spark your interest and become your next project.

AWARDS AND RECOGNITIONS

- State Juniette Advisors should send statistical data to the State Reporting Chairmen for inclusion in the State Statistical Forms.
- Exemplary Juniette projects, when applicable, may be included in the GFWC Top Ten Projects within respective work areas.
- Juniette Clubs that submit a report to the State Federation should submit the Juniette Recognition Form to the GFWC Juniette Chairman for recognition at the GFWC Annual Convention.

For additional information, contact GFWC Juniette Chairman Darlene C. Adams at darlenecadams.gfwc@gmail.com.

Refer to the Awards section of the Club Manual for more information, including the Award Entry Cover Sheet and guidelines.

RESOURCES:

A Starting Point www.astartingpoint.com

Youth.gov www.youth.gov