

## MEMBERSHIP

Chairman: Carolyn Fellers  
2840 Roaring Run Road  
Goode, VA 24556  
(434)941-4962  
secondvp@gfwcvirginia.org

Junior Chairman: Alaina Chaffee  
12207 Hadden Hall Drive  
Chesterfield, VA 23838  
(407)927-7839  
jrmembership@gfwcvirginia.org

Our members are the pilots and ground crew during our flight to “Soar to New Heights in Membership” during the 2024-2026 GFWC Virginia administration. As we begin the “Ride of a Lifetime”, let’s talk about the 4 R’s of Membership- Recruitment, Retention, Recognition and Renewal.

Recruiting new crew members aids us as we prepare to launch for flight to make a difference in our communities. Our flight school gives us the opportunity to share what being a member is all about. How our organization plans and prepares our crew to reach our destination. What is your flight schedule? Is it one that allows prospective members to purchase a ticket?

We can elevate retention of members by keeping them engaged, informed and making them feel warm and welcome at our meetings and events. The ability to share our talents and skills helps us build a great flight plan. When each member feels like they have a purpose, a role, you build a strong crew. Keep the doors of communication open, be a mentor, an email buddy. Make a connecting flight.

Recognition lifts up our members when we take time to say thank you for a job well done, we appreciate you, we celebrate you. It can be as simple as taking a group photo once a project is done, giving pins noting milestone years of membership. Saying happy birthday to members celebrating their special day at your monthly meetings. Remembering members in the tough times too. Some flights are turbulent, so being a calming presence is important too.

As we encourage renewal of membership we fill our basket with members ready to discover our next destination. Take time to update your flight plans and give members the opportunity to identify the best routes for travel. Don’t overwhelm. Lay out your plans a step at a time and keep things current. Grow and learn new things. Our world is ever-changing, listen to new ideas, be willing to try a different route.

## BOOST RECRUITMENT

- As part of GFWC’s membership campaign, hold a membership recruitment event each season of the year. Invite co-workers, non-club friends, graduating or former juniors or juniorettes, former club members, former GFWC Virginia members and Members at Large. Be creative and ASK people to join you in making your community better.
- Promote the GFWC Virginia membership recruitment contest. Submit new member coupons throughout the year. Institute club incentives for new member recruiting. Provide GFWC collateral to members for use in their recruitment efforts. Develop club specific recruiting materials.
- Develop a positive and professional public relations campaign. Utilize club and Federation materials and apparel to bring awareness to your club and promote membership. Create an accessible and up-to-date online presence for your club – this could be a web page, a Facebook group, or any combination of social media tools – no matter what you do, the important thing is to make it relevant and keep it current. Consider joining the local Chamber of Commerce or other

community groups that bring like organizations together.

- Make use of the *GFWC Membership Advancement Guide* which is available at [www.GFWC.org](http://www.GFWC.org), *GFWC News & Notes* weekly e-news publication, and GFWC Virginia materials.
- Apply for GFWC and GFWC Virginia Membership Grants to assist with recruiting efforts.

### **ELEVATE RETENTION**

- Keep your meetings **relevant** for your members. **Ask** your members what they want in meetings: interesting and educational programs, speakers related to projects you are considering, hands-on projects, something new? Work with your club leadership team to provide meetings that meet the needs of your members to keep them engaged.
- Actively solicit member input for program/project ideas. What is working well? What could be improved upon? Conduct a club survey to assess member enthusiasm for current club activities and to gather ideas for programs and projects.
- Establish an effective means of communicating with your members using telephone trees, e-mail, text (apps like GroupMe or What's App facilitate group text) or social media tools such as Facebook, Instagram and Twitter. Keep in contact with members.
- Educate members on Federation history, objectives, programs and policies. Conduct a Member Orientation or Federation Refresher every year, including materials about our structure. Contact your State or District Second Vice President for ideas and suggestions for the presentation.
- Encourage members to attend District meetings, GFWC Virginia Conventions and Conferences, GFWC Convention, and Southeastern Region (SER) Meetings.
- Educate members about Federation publications at the district, state, and national level. Or share your copy with members and have them report at the next club meeting on an article they found interesting.
- Utilize our GFWC Virginia Facilitators (listed on page XXX). Tap into their wealth of knowledge to assist your club.
- Should a member be leaving your area, use the Member Transfer Form to inform GFWC and clubs in her new area of her prior membership.

### **HIGHLIGHT RECOGNITION**

- Recognize members for their years of service. Members with 50 years of service to GFWC may be honored with a free GFWC gold pin. Purchase and present GFWC pins to members to recognize their years of service to GFWC.
- Highlight member accomplishments (federation and other aspects of life) in meetings and club publications. Consider contacting employers to inform them of club-related accomplishments.
- Join GFWC's Motivational Monday campaign to recognize and/or thank a fellow clubwoman.

Mail a thank you note, send an email or a text, make a phone call, or post a shout-out on social media. When posting to social media use #IAmGFWC.

- Celebrate Federation Day – April 24<sup>th</sup>.
- Celebrate your club's anniversary with a party. Highlight key accomplishments from past and present.
- Celebrate member club anniversaries in your newsletters, via the website/social media, and at meetings.
- Report your club's membership activities annually to be considered for recognition at the District, GFWC Virginia, and GFWC levels. GFWC provides \$50 annually for the club who best demonstrates its membership successes.
- Encourage member participation at District, State, Regional and National meetings. Establish a *Dollar for Delegates* program. Set aside time during club meeting to allow members who attended the meeting to share their experiences and/or print a report in your club or district newsletter.

### **ENCOURAGE RENEWAL**

- Review your club Bylaws and policies on a regular basis. Do the membership requirements make sense for your current members? Does your meeting time need to be adjusted?
- Consider starting a night or day unit to compliment your current club activities. Could you reach more potential members if you had multiple options?
- Help GFWC Virginia identify existing clubs in your community that are not federated. Look for new communities in an area not serviced by a federated club.
- Forward names of potential members, in communities without clubs, to the GFWC Virginia Second Vice President.
- Sponsor or co-sponsor a Juniorette Club. Order the *GFWC Juniorette Handbook* from the GFWC Marketplace.

**MEMBERSHIP EXTENSION REPORT FOR 2024  
May 31, 2024**

District	Generals		Juniors		Juniorettes		Totals	
	Clubs	Members	Clubs	Members	Clubs	Members	Clubs	Members
Alice Kyle	5	126	3	19			8	145
Blue Ridge	6	138	1	20			7	158
Lee	14	329	6	174			20	503
Northern	20	700	1	26	1	9	22	735
Shenandoah	10	219	3	24			13	243
Southside	9	339	2	25	1	4	12	368
Southwestern	8	121	3	50	1	3	12	174
Tidewater	18	724	2	17	1	1	21	742
<b>TOTALS</b>	<b>90</b>	<b>2696</b>	<b>21</b>	<b>355</b>	<b>4</b>	<b>17</b>	<b>115</b>	<b>3068</b>
<b>2023 #'s</b>	<b>90</b>	<b>2683</b>	<b>22</b>	<b>356</b>	<b>4</b>	<b>29</b>	<b>116</b>	<b>3068</b>

EXTENSION CUP – Awarded to the district gaining the most new federated clubs. For 2023, the Extension Cup was awarded in a three way tie between Lee, Shenandoah and Tidewater.

MEMBERSHIP CUP – Awarded to the District showing the greatest increase in membership and/or the District with the greatest percentage of clubs with net increases in membership. In 2023, the cup was awarded to Southside District

Cups remain at GFWC Virginia Headquarters. Winning districts are presented certificates.

**MEMBERSHIP POINTERS**

- When a club wishes to change its class of membership it shall follow the procedure outlined in the GFWC Virginia Bylaws, Article III Membership, Section 5. Change in Class of Membership.
- When a club wishes to change its name it shall follow the procedure outlined in the GFWC Virginia Bylaws, Article III Membership, Section 4. Name Change.
- When a club member moves to another state:
  - ✓ The Club President should complete a member transfer form (available on [www.gfwc.org](http://www.gfwc.org)) to help find a new club home for the member. Your GFWC Virginia 2<sup>nd</sup> Vice President, Junior Membership Chairman and District 2<sup>nd</sup> Vice President can provide assistance. A follow up email should be also sent.
- When a club member moves to another district within Virginia:
  - ✓ The Club President will notify the District President of the new district giving the member's name, new address and other pertinent information.
  - ✓ The District President of the new district will notify the President of the club(s) nearest the member.

**2024-2026 GFWC VIRGINIA MEMBERSHIP TEAM MEMBERS**

Carolyn Fellers, GFWC Virginia Second Vice President/Membership Chairman

Alaina Chaffee, GFWC Virginia Membership Junior Chairman

Stephanie Griffin, GFWC Virginia Juniorette Advisor

Barbara Martin, Alice Kyle District Second Vice President/Membership Chairman\*

Jamey Harris, Alice Kyle District Junior Membership Chairman\*

Vicki Newborn, Blue Ridge District Second Vice President/Membership Chairman\*

Cathy Pemberton, Lee District Second Vice President/Membership Chairman\*

Diana Tuininga, Northern District Second Vice President/Membership Chairman\*

Maura Rodriguez, Shenandoah District Second Vice President/Membership Chairman\*

Kathy Lippard, Southside District Second Vice President/Membership Chairman\*

Heather Dunn, Southwestern District Second Vice President/Membership Chairman\*

Carol Preston, Tidewater District Second Vice President/Membership Chairman\*

**Honorary Team Members**

Susie Mowry, GFWC Virginia President

Joanne Dixon, GFWC Virginia Third Vice President/Director of Junior Clubs

All Members of GFWC Virginia

\*Refer to your district handbook for contact information

**Goals of the 2024 – 2026 Membership Team is to establish at least one new club per District and realize a net gain in membership!**

Here's how you can Boost the start of New Clubs!

1. Request a copy of the New Club Kit from your District Second Vice President or District Junior Membership Chairman, from the GFWC Virginia Second Vice President or GFWC Virginia Junior Membership Chairman. This kit provides a complete guide to organizing a new club. It takes eight (8) members to form a club in GFWC Virginia.
2. Carefully plan your first organizational meeting by determining a meeting date, location and time. Extend invitations by mail, email, telephone or personal contact. Appoint someone to preside. Invite your District Officers, especially District Second Vice President and District Junior Membership Chairman.
3. At the first organizational meeting, present a motion that a club be formed. (The adoption of this motion does not bring the club into being. This occurs when the Bylaws are adopted and the membership charter is signed by those who initially join the club.)
4. At the first organizational meeting, provided the motion to form a new club is adopted, appoint a committee to draft Bylaws. The New Club Kit contains sample Bylaws that can be adapted to fit the club's needs. Proposed Bylaws should conform to the general provisions contained therein.
5. The first draft of the Bylaws should be submitted to the GFWC Virginia Parliamentarian for review prior to being submitted to the GFWC Executive Committee. This review will allow for necessary corrections before presentation.
6. Plan a second organizational meeting to present the Bylaws for adoption and to elect officers, in accordance with the Bylaws. Determine a regular meeting date, time, place, etc.
7. To apply for Membership to GFWC and GFWC Virginia, the organization must complete the New Club Membership Application (included in the New Club Kit) and submit dues to GFWC Virginia.
8. A sponsoring club, district or state membership committee may be responsible for getting the new club started and for follow up for at least one year. If this is the case, a member of the sponsoring club should be appointed to serve as a liaison to the new club. The liaison would provide assistance and support to the new club.
9. There are expenses associated with the organization of a new club. GFWC and GFWC Virginia dues are explained on the Dues and Contributions Form in this yearbook. There is a \$10 Chartering Fee payable to GFWC Virginia. District dues are determined by the District in which the club is located. Other expenses to consider are: the opening of a bank account, purchase of checks, a copy of *Roberts Rules of Order, Newly Revised*, gavel, printing costs for stationery, handbooks and newsletter, meeting location costs, incorporation fees.

\*NOTE: Clubs that are already in existence may apply to become affiliated with GFWC and GFWC Virginia at any time. In order to become a member of GFWC and GFWC Virginia, the club is required to submit Bylaws for review by the GFWC Virginia Parliamentarian. Upon review, the New Club Membership Application is to be submitted with appropriate fees.