

## Club Recruitment:

### **GFWC 2020-2022 Recruitment Campaign: *HATS OFF To MEMBERSHIP* Focusing on Retention, Recruitment, Mentoring, and Recognition.**

Help your club recruit members and get recognition for it! Report your successful recruitment events and new members to GFWC Headquarters as part of GFWC's Recruitment Campaign and please remember to copy GFWC-SC 1<sup>st</sup> VP, Norma England.

Plan creative membership recruitment campaigns and events around the many national awareness and commemoration months and days aligned with GFWC Special Programs and Community Service Programs. See the *GFWC Club Manual* for more information about GFWC Membership, Special Programs, and Community Service Programs. Check out our resources for How to Recruit New GFWC Members and How to Retain Members!



#### **Focus on Retention**

Keep your members engaged!

**June, July and August**

**Report Due: September 1**



#### **Focus on Recruitment**

Hold a GFWC Federation Refresher for both new and seasoned club members!

**September, October and November**    **Report Due: December 1**



#### **Focus on Mentoring**

Match your new members with a seasoned member to help them learn the ropes!

**December, January and February**    **Report Due: March 1**



#### **Focus On Recognition**

Spring means the end of the club year and the perfect time to recognize members for all they have done during the club year.

**March, April and May**

**Report Due: June 1**

**Recognition**    Clubs achieving and reporting **three new members** on the GFWC Recruitment Campaign Report form will be recognized in *GFWC Clubwoman Magazine*. Please submit a report even if your club only recruited one or two new members. *Every Member Counts!!!!*