



GFWC OF NORTH CAROLINA

MEMBERSHIP RETENTION

Why Do Members Join?

Knowing why people join a volunteer organization is essential to knowing how to keep them in the organization. There are as many reasons to join a club as there are members. Meeting expectations plays a major role in retaining members. Review the following list and think about how your club and district recognize and respond to the motives for membership:

- ❖ *Friendship and Fellowship*
- ❖ *Have a Purpose*
- ❖ *Make an Impact*
- ❖ *Gain Leadership Skills*
- ❖ *Contribute to Greater Good*
- ❖ *Have Fun*
- ❖ *Career Exploration*
- ❖ *Family Tradition*
- ❖ *Teamwork*
- ❖ *Civic Duty*

How are you doing? The list represents just a few reasons why some of your members belong. Is your club meeting the needs of these members?

Welcome and Engage New Members

- ❖ Hold a special induction ceremony for new members.
- ❖ Present new members with a GFWC member pin, or state pin.
- ❖ Assign a “big sister” or mentor to new members who will make sure the new member is introduced to everyone, can answer questions, and explain unique club traditions.
- ❖ Provide name tags for everyone to wear.
- ❖ For a large “class” of new members, encourage them to have their own service project, with an experienced member to provide guidance and help when asked.
- ❖ Find out what skills/talents/abilities the new member has and is willing to use and or share. Assign new members to projects and committees that utilize their talents and meet their areas of interest.
- ❖ Carpool to meetings. Sometimes the ride to and from the meeting can be a wonderful membership mixer and brainstorming session.
- ❖ Share GFWC News & Notes and Newsletters and the GFWC-NC Clubwoman magazine with new members.

Tips for Successful Meetings

Time is valuable. Respect your members and plan your meetings. Keep on schedule and enlist a timekeeper for support, if needed. Members will appreciate it 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 to meet the needs and diversity of your club members.
 - ❖ Consider the time commitments of members and schedule meetings that accommodate as many members as possible.
 - ❖ Include programs that are interesting and relevant.
 - ❖ Email or mail the minutes and treasurer’s report prior to the meeting to allow time for members to review.
 - ❖ Create an agenda - Plan a 1 to 1 1/2 hour meeting.
 - ❖ Keep reports brief and pertinent.
 - ❖ Allow time for discussion.
 - ❖ Plan Social time either before or after the meeting.
- Refreshments and snacks can be a nice addition.

Food for Thought

- ❖ Encourage members to share why they joined the club and what they enjoy most about their membership and the Federation.
- ❖ Most members will say they came to a meeting because they were asked or invited.
- ❖ Provide a “safe” environment for members to give constructive criticism.
- ❖ Involve as many members in project development and discussion as feasible. Remember, all ideas are good!
- ❖ Offer club members a chance for personal growth as well as community service.
- ❖ Visit a nearby club to observe how other clubs function.
- ❖ Happy members are your greatest asset!

GFWC-NC: Dedicated To Community Improvement Through Volunteer Service. Since 1902

GFWC of North Carolina
Mailing Address: 7474 Creedmoor Road, #310, Raleigh, NC 27613

www.gfwcnc.org
Email: hq@gfwcnc.org



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“Volunteers don't necessarily have the time; they just have the heart.”

Things to Remember

Retaining members is everyone's responsibility: officers, board members, committee chairmen, and members at every level. Membership retention is successful when members are engaged!

- ❖ Create a club culture that is open and inviting.
- ❖ Encourage participation at all levels of GFWC.
- ❖ Assess club programs and projects for their relevance and member interest.
- ❖ Maintain community connections.
- ❖ Show appreciation.
- ❖ Maintain a positive attitude.
- ❖ HAVE FUN!

Recognition: Little Things Mean a Lot

Say Thank You:

- ❖ “Great job; you made us all look good.”
- ❖ “Your efforts are really making a difference.”
- ❖ “You are an inspiration to us all.”
- ❖ “Your help is much appreciated.”
- ❖ “We couldn't have done it without you.”
- ❖ “You are a great team player, and the team thanks you!”

Assign an officer to call “no shows” or inactive members once a month to let them know they were missed and keep them informed with what is going on. Ask if they need a ride to the meetings and offer to give them one. Let members know that they are missed when they aren't there.

Recognition:

- ❖ Recognize and reward those members of your club who have been retained. Hold an end of the year celebration, or include them in a special program or the officer installation ceremony.
- ❖ Recognize and reward members who contribute to the well-being of the club/district/state. Everyone loves to know that her efforts are appreciated. Certificates, flowers, or prizes are just a few of the ways to thank and acknowledge a job well done, a positive attitude or even a perfect record of attendance.

Honor members who have belonged for 15 years, 25 years and every 5 years thereafter!

- ❖ GFWC offers 50 and 75 year pins, free of charge. All other pins are available through the GFWC Marketplace.
- ❖ GFWC-NC also allows clubs and families to pay tribute to members with Honorary Lifetime Memberships.

Plan for Success!

- ❖ Provide members with program, communication, fundraising, leadership, and membership “how to” materials. Members will appreciate the guidance and reference material to make their jobs easier and fun!
- ❖ Encourage leadership training. Leadership is vital to recruiting and retaining members.
- ❖ Prepare and train potential leaders for club, district, and state positions.
- ❖ Promote participation in the LEADS program.
- ❖ Celebrate Federation Day in April each year!
- ❖ Hold an orientation program for all members, focused on Federation.
- ❖ Publicize your club and member accomplishments in the community, on social media, and at GFWC-NC and GFWC.
- ❖ Encourage attendance at district and state meetings to learn about important program and Federation updates. Be sure to share the information with members.



The General Federation of Women's Clubs of North Carolina, Inc. (GFWC-NC) is a volunteer organization consisting of 100+ clubs and approximately 2,200 members in North Carolina.

We support our local communities through volunteer service and our motto is University in Diversity.

“They will never care how much we know until they know how much we care.”