

GFWC of North Carolina Membership Advancement Plan Top Ten Projects– 2022

Fuquay-Varina Woman's Club (FVWC) planned and organized their 1st **Connect Social** at the Fuquay-Varina Art and Cultural Center for current and potential members who had been "cultivated" to reconnect after summer break. They invited chairpersons from Fuquay-Varina Junior Woman's Club for fellowship and an opportunity to discuss connecting and fundraisers. The members provided refreshments, made informative posters and banners, developed a team building game, provided raffle prizes, and both Presidents shared announcements about events and goals for the year. This CONNECT was also intended to help cultivate the Juniors who would soon be transitioning to FVWC as they age out of Junior clubs. They enjoyed the relationship and invited the club to their two socials to continue the team building and fellowship. **54 Members 111 hours \$135 Dollars Spent \$292 In-kind Donations**

GFWC of Holden Beach - Knowledge is Power was a new idea introduced in 2022 for members and guests to learn in a more intimate setting. These effective 15-minute sessions before each monthly meeting cover topics from GFWC to GFWC-NC to the local club and are led by a member who is the "expert." Topics discussed in 2022 included the "Blooming for a Cause" Charity Gala, our biggest fundraiser; Hope Harbor Home and Providence Home, Gala beneficiaries; GFWC Legislative Action Alerts, the Little Free Library Program, ESO Program, and GFWC Signature Project. Each presentation includes a brief overview and history and allows time for questions and answers. Orientations can be overwhelming, and programs change so the sessions are both a great introduction and refresher of all things GFWC for all club members. Knowledge is Power! **46 Members 30 hours \$0 Dollars Spent**

North Carolina Sorosis - "Mary Member" Initiative - A "Mary Member" tri-fold board was created featuring colorful Mary Member as the guide to be used at each of the presentations. In February, each member was presented with a small bag containing a poem entitled "Rock with NC Sorosis." and a colorful smiling face pebble. The project was to encourage members to find a friend, be a friend, and encourage friends. In March, the presentation was a Mary Member Survival Kit - a gift of a peppermint patty, pack of tissues, a penny, and a life saver with explanations of how each of these items can be used to recognize individual value, commitment, and club involvement. In April, a humorous skit entitled "You're My Cup of Tea" was performed by the Membership Committee. The theme was that each of us has unique needs, strengths, and ideas. It has been a positive tool, encouraging involvement. **45 Members 203 Hours \$135 In-kind Donations**

Wake Forest Woman's Club – "Quilt" an Initiative! To commemorate their 60th Anniversary, the club created a memory quilt because it represented togetherness, and their commitment to the people of Wake Forest. It was designed with bright and colorful 8" squares, and alternate white squares. Every woman who was a club member during our anniversary year is on the quilt represented by a white fabric square with her hand outline and her name. These 47 members' squares were hand embroidered during the year. The center of the blanket was highlighted by squares with iron-on images of District VI, GFWC-NC and GFWC. Members gathered at a local shop to quilt the blanket layers together. At the April meeting they invited everyone to bring in something that represented their personal artistic expression. Sewn items, dancing shoes, photographs, and more were on display. This was the first time they were together to see the completed quilt. It is a source of great happiness and a reminder of their dedication. **43 Members 130 Hours \$90 In-kind Donations**

Fuquay-Varina Junior Woman's Club introduced our dearest **"Busy Bee"**. The Busy Bee is a festive spirit stick that is awarded each month to celebrate the clubwoman who has been especially "busy" in support of the club. The woman awarded is acknowledged for her dedication in front of the club and keeps Busy Bee until the following meeting where it gets awarded again. Each woman also gets to keep a keychain of Busy Bee as a reminder of the club's appreciation of their efforts. The Busy Bee materials were selected with purpose. They reflect the Fuquay-Varina Junior Women's Club and community and include a black and orange tiger print for the Fuquay Bengals (town and high school mascot), a wooden star with a nail, highlighting the inner strength of a woman, and a string of rhinestones, because members bring such sparkle to the club and community. It's become quite popular with club members' children! Mothers in the club share their

accomplishments, and the importance of teamwork and volunteering. **32 Members 3 Hours \$25 In-Kind Donations**

The Woman's Club of Raleigh - After all, "What is More Special than YOUR birthday?" The Woman's Club of Raleigh has over 225 members. Being a member of a large club has advantages and disadvantages. An advantage is the variety of activities. The most challenging disadvantage is not knowing the members, so the membership team designed a birthday celebration to not only celebrate members' birthdays but to help them get to know one another. A database of member birthdays was created, and birthdays are now listed in the club's yearbook and published in the newsletter. A Jaquie Lawson subscription for ecards was purchased for personalized Happy Birthday ecards. Many thank you responses have been sent back with positive sentiments such as, "It is so nice to be remembered." Before each meeting, member birthdays are celebrated with candles, napkins, and beautifully decorated, superbly delicious, homemade cupcakes. New members mingle and long-time members share club memories and history. The club believes that this special recognition is vital for a large club to remain strong and viable. **165 Members 74 Hours \$235 In-kind Donations**

GFWC Statesville Woman's Club - Retention and Uber Engagement. Each year our members look forward to a unique Christmas luncheon. This year featured an exceptional performance by a relatively new member who led the crowd with her magical voice, singing Christmas Carols and leading "The Twelve Days of Christmas" and "We Wish You a Merry Christmas." She was the winner of the "Circle of Giving's" 2022 Finest competition. To honor diversity and foster expressions of cultural differences, the lunch concluded with an ornament exchange. It was the perfect activity to socialize and get to know one another better and the two guests who participated. While clean-up is mundane, it gave members one last opportunity to bid warm holiday cheer and wishes for a happy new year. Some members cannot drive, so they added "Uber Anyone?" as a component of their retention program to provide rides to and from events. It increased participation at the luncheon and during the year. It was used 15 times during the year! **25 Members 179 Hours \$1,365 Dollars Spent**

Charlotte Woman's Club – Keeping Members Happy and Involved. They value the time of their busy members by trying their best to limit meetings to one hour, realizing this is the "sweet spot" for attention and interest. They also believe that a personal touch keeps members connected, so prior to each meeting they have social time. This half-hour gives members time to catch up and meet any guests. At the Annual Celebration meeting in May, they include more social time for a sit-down dinner. Also, the Chaplain reports any member concerns or highlights at the meeting. It might have been as sad as a member losing a parent or as celebratory as a new grandchild. The approach is working because nearly 80% of their members attend our meetings. **30 Members 76 Hours \$570 In-kind Donations**

GFWC Cape Fear Woman's Club decided to take a definitive approach to recruit new members. They voted to hold a fun prospective member event in August called "**Prosecco and Possibilities**". They applied for the GFWC Membership Grant and received \$50 towards the event. They prepared an e-mail invitation, and members were asked to send the invitation to a friend. The GFWC-NC President-elect was invited and attended as well. Members brought an appetizer to share. Guests were given a packet of information that included a GFWC pamphlet. Their 12 members attended and 2 guests, who completed applications which resulted in a 16% increase in Membership! **12 Members 24 hours, \$100 in in-kind donations**

Southwest Guilford Woman's Club - The club applied for a GFWC Membership Grant to sponsor the **Sherlock 5K Run/Walk** in support of a local breast cancer center promoting free early detection. The club has a history of involvement with the center, providing comfort for individuals receiving treatments. In the spirit of **Friendsgiving**, this event was the perfect opportunity to continue to increase awareness of the club, thank supporters and partners, and focus on membership. To begin, they sponsored a table at \$50 and developed information cards with details about the Club and GFWC. They made a trifold display with pictures of their community service projects. Members directed runners and assisted with set-up and clean up. The event was well attended and received local television coverage. Visitors were impressed by the club's service, took information, and expressed an interest in joining the club. **24 Members 33 Hours \$70 Dollars Spent**