

## GFWC CT MEMBERSHIP 2022-2024 GOALS



Create/Improve club Facebook pages to coordinate with statewide GFWC Awareness and Membership Campaign

Include District Officers in the membership committee, to help represent as many members and clubs as possible. In addition, work with district officers to create district day events that include welcoming guests to encourage and support membership growth.

Hold remote meetings for club membership chairmen to encourage and support recruiting via problem solving, sharing ideas, and some friendly competition.

Use GFWC resources to our advantage, such as membership grants for clubs and districts, the membership section of the GFWC manual, the 2022-2024 administration's goals and programs for membership, and reward programs.

Assist clubs in creating and using club promotional materials as effectively as possible.

Locate and recruit unaffiliated women's clubs through general federation awareness plans and by promoting the benefits of federation.

Contact and discuss with the Connecticut Junior Women's Organization the possibility and benefits of welcoming those clubs back into the Connecticut federation.

Encourage and support the forming of new clubs where they will best benefit GFWC CT as well as the many communities across our state. This could include new general clubs, Juniorette clubs, online clubs, single issue clubs, and statewide clubs where applicable.

**RETENTION-** Retention ideas and programs will be an important focus for membership as well. Benefits of GFWC, member programs, district days, member recognition, member learning opportunities, and more will be recommended and supported for clubs and state events. Clubs are encouraged to have members attend more state meetings to be able to participate in workshops and other programs to help their clubs and members themselves.

### GFWC CT SEA-STARs

In addition to using the GFWC membership recruiting star pin rewards, GFWC CT will be awarding our own special award program called Sea-stars. Both officers and members will have opportunities to receive Sea-star awards for work on membership recruiting and retention that will help us grow our GFWC CT Ocean.

Find this and more in the membership toolbox on [GFWCCT.org](http://GFWCCT.org)

