

Development of a Successful Membership Committee Guideline for the Club's 2nd Vice President/Membership Chairman

The goal of every club is to recruit and retain members. The success of our clubs depends on our members. In most clubs, the 2nd Vice President serves as chairman in charge of membership and acts as the club's District liaison. Recruiting and retaining members is a full time job and is best shared by two or more volunteers. In a perfect world, the following members will share membership responsibilities and serve on your club's "successful" membership committee:

Membership Committee:

OFFICER: 2nd Vice President (Membership & District Liaison Chairman)

- **MEMBERSHIP CO-CHAIRS:** (Recruit & Retain)
 - **COMMITTEE MEMBERS:**
Orientation (guest & member); New Member Support Program;
Recording Secretary; Webmaster; Facebook/Twitter Program &
Press Chairman

Tools of the Membership Committee:

Monthly Meeting:

1. Sign-In sheets for the monthly meeting
2. Blank name badges for guests

Orientation Paperwork (first time attendees):

1. "Who We Are" & Meeting Information- description of club
2. Club Brochure or use GFWC's Mini "tri-fold"- add club's contact information
3. Club's "Quick Project Reference" sheet that includes short description of all club's current community service projects and fundraisers.
4. Membership Application-include a form for member "bio" (getting to know you type information) & a Club Photo release-allowing member's picture to be used for publicity purposes etc. Member "bios" can be included in Membership Booklet or can be available to Club's officers (good reference to know the interests of the members to suggest possible chairmanships etc.)

New Member Initiation:

1. Ceremony & Props- good chance for a Press Release and promote club publicity
2. Club Procedure and Yearbook- include a welcome letter for new member.
3. Official Club Name Badge
4. Membership Roster

District Relations:

1. District Year book (copies for Club President & 2nd Vice President)
2. Art Contests and Festival Informational Booklet
3. Club Yearbook to exchange with 14 sister Palomar Clubs
4. List of Club Departmental Chairmen submitted to the corresponding District Departmental Chairmen

Officer's Handbook:

1. Member "bios"- consider including member bios in your club Officer's Handbook. The following information will be very helpful in teaming up a mentor for new members; recruiting project chairmen and even help your nominating committee recruit possible officer candidates. Include the following on your "bio" form:

- A. Favorite charities
- B. What community service project interest them
- C. Their talents

- D. Their club goals (do they want to serve as a chairman, an officer or do they prefer to keep their club participation to volunteering)
- E. Other commitments
- F. When is the best time for them to volunteer- days or evenings- weekdays or weekends or is their schedule flexible
- G. Past Club/Organization affiliations and in what capacity did they serve on

2nd Vice President's responsibilities as District Liaison:

1. Meeting, workshops & Convention Registrations
2. Art Contests and Festival Participation
3. Club donations- raffle baskets etc.
4. Club assignments- hostess, refreshments or table decorations
5. Newsletter article submission for District "Telescope" newsletter-club's activities
6. Club Yearbook exchange with 14 sister Palomar Clubs

RECRUITING TEAM

Membership Co-Chairman's RECRUITING responsibilities:

1. Volunteer Recruiting Websites- sign up and responds quickly to all inquiries. The following are a few to check out to see if they suit your club.
 - a. www.volunteermatch.com
 - b. www.idealists.org
 - c. www.volunteersolutions.org
 - d. www.servenet.org
 - e. www.networkforgood.org
 - f. www.care2volunteer.org
 - g. <http://www.serve.gov/recruit.asp>
2. Prospective new member list- keep your list updated and remove anyone who has not responded to club communication after 2 or 3 months. Hold a "prospective" member orientation at each monthly meeting and ask all first time attendees to attend club's guest orientation prior to the start of your monthly meeting. Help your guests have a better understanding of what to expect at the upcoming meeting and what they will expect from membership in your club.
- C. Greeter at the monthly meeting- be sure that you greet all guests and prospective members prior to your monthly meeting. Help them feel welcome and answer any questions they may have prior to the start of your meeting. Don't forget to have blank name badges available for your guests and have them sign in and include contact information-phone and email addresses.
- D. Guests Orientation- invite your first time attendees to attend a prospective member orientation prior to the regular meeting.
- E. New Members- order official club name tag, order Membership booklet to present to new members at initiation ceremony.

Orientation Chairman's Responsibilities (GUESTS):

1. "Who We Are" club information sheet
2. Meeting information sheet
3. "Quick" Club Project Reference sheet- short description of your club's projects
3. Membership Application

Press Chairman's responsibilities (RECRUITING) :

1. Meeting notices in newspapers and on-line
2. Press releases for upcoming projects & human interest articles, with pictures, of completed projects.
3. New member initiation pictures submitted for publication

Website - Webmaster's Responsibilities (RECRUITING)

1. "Who We Are" club description
2. Meeting information
3. "Quick" Club Project Reference sheet-short description of your club's projects
4. History of your club
5. Membership Application
6. Upcoming events- attach flyers and contact information

RETAINING TEAM

Membership Co-Chairman's responsibilities (RETAINING):

1. New Members- make personal contact with new members for a minimum of 3 months after their membership. Remind them of upcoming meetings, activities and make sure they have transportation to club events. Member "bios" included in Membership booklet or Officer's Procedure booklet. Application and dues check forwarded to club treasurer.
2. Roster- contact club Recording Secretary to update roster with new member information and any member contact information changes.
3. Newsletters- make sure that your new members are included on your newsletter distribution list.
4. Call/email members who we haven't seen in over 2 months. Contact members on a rotating schedule to see if they want to update their bios- really would like to have their volunteer interest included on the their bio. Remember to phone members who do not use email.
5. Emails are a great way to communicate with your members, but don't overuse. Ask chairmen and officers to forward any reminders
6. Meeting Greeters- Membership Co-chair & 2nd Vice President should greet all members as they arrive at the monthly meeting.
7. Thank-Yous- You can never say "thank you" enough. President thanks the officers; Dean thanks the chairmen and chairmen thank their volunteers on a regular basis.
8. Birthdays & Anniversaries- why not recognize your members on their birthday & wedding anniversary. Good way to learn names of their "significant other".
9. Club Member Anniversaries- celebrate member anniversaries with a photo "op", press release & certificate/pin. Show your members that membership in your club is very much appreciated!
10. Rookie and Clubwoman of the Year- honor members who go "beyond the call of duty" for their volunteer accomplishments over the past year. Rookies hold club membership for less than 1 year.
11. Orientation (MEMBER)- hold at least one member orientation each year. Include
 - A. Leadership Training
 - B. GFWC Organization- what it means to belong to Palomar District, CFWC and GFWC
 - C. Officer and Chairmen's job descriptions
 - D. How to Chair a Project
 - E. A hands-on project- great way for members to socialize while completing either a service project or something that is just "plain" fun.

New Member Support Team Leader's Responsibilities (RETAINING):

1. Mentoring Program- team up current members with new members based on shared interests.
2. Mentors to contact their new members prior to monthly meetings, projects and socials.
3. Mentors report to New Member Support Team Leader on a monthly basis to make sure that new members are blending in with your current members. Watch out for "clicks". Nothing will discourage a new member quicker than to feel like an outsider.

Facebook/Twitter Chairmans' Responsibilities (RETAINING)-

Consider setting up a club Facebook or Twitter account. Members who "like" each other and form friendships tend to make a strong club. Facebook and Twitter are great social tools and perfect for promoting club events.

1. Sets up and monitor's Club's Facebook and Twitter accounts.
2. Posts club projects & invitations to fundraisers and social events.

Recording Secretary Responsibilities (RETAINING):

1. Update Roster
2. Membership Procedure/Yearbook

Press Chairman's Responsibilities (RETAINING):

1. Press releases & pictures for Officer Installations; Member Club Anniversaries etc.
2. Human interest stories showing our members "at work" on club projects.
3. Meeting notices in newspapers and on-line/

Website-Webmaster's Responsibilities (RETAINING):

1. Consider a "members only" section on your website. Include the following: budget, bylaws, calendar, Chairman roster; project summary form for yearend report writing; motion form; Volunteer Hours/\$ donation Form for yearend report writing; Warrant & Monies Turned into Club Forms, Club Structure, Officer roster, "Quick" Service Project Reference, treasure's reports & Year in Review (club's history).