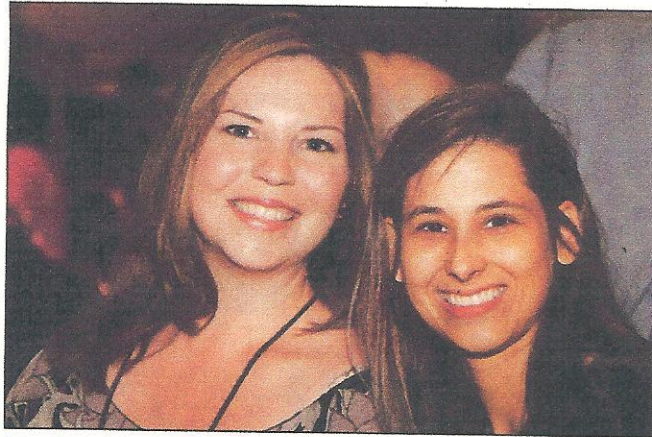




rake in new members



Membership recruitment is a year-round process.



Autumn brings cooler temperatures. It's also the time when GFWC members turn their attention away from summer vacations to GFWC activities, making it the perfect time for GFWC clubs to "Rake in New Members." For many years, GFWC clubs across the nation participated in the "ACT in OCT" membership recruitment campaign in October. Continue the recruiting tradition by planning recruitment events, harvesting new members, giving thanks for your bounty, and celebrating your accomplishments.

Clubs achieving and reporting **three** new members as a result of seasonal recruiting efforts will be recognized in upcoming issues of *GFWC Clubwoman Magazine*. What's more is each club that recruits three new members during each season will end the year with 12 new members!

Clubs are encouraged to plan creative membership recruitment campaigns and events around the many national awareness and commemoration months and days aligned with GFWC Community Service Programs (Arts, Conservation, Education, Home Life, International Outreach, and Public Issues), the GFWC Signature Project: Domestic Violence Awareness and Prevention, and GFWC Juniors' Special Project: Advocates for Children.

For innovative ideas on recruiting and retaining GFWC members, and for a copy of the reporting guidelines, visit www.GFWC.org/GFWCMembers, and select Membership to download *A Time for GFWC's Seasonal Recruitment Campaign Guide*. For useful membership recruitment tools, review the 2010-2012 *GFWC Club Manual Membership Advancement Guide* online at www.GFWC.org/ClubManual.

We want to learn about your recruitment successes. Send the contact information for each new member (name, mailing address, telephone number, and e-mail address) along with your club name and location, and your state federation to: "A Time for GFWC Membership" Campaign, 1734 N Street NW, Washington, DC, 20036-2990; fax: 202-835-0246; or e-mail: GFWC@GFWC.org.



Based on your feedback, GFWC is initiating a new, nationwide, seasonal membership recruitment initiative.

Building upon "ACT in OCT," our previous annual membership campaign,

this new seasonal tactic stresses the importance of recruiting all year long. In accordance with the campaign's theme, "Three New Members is a Great Reason to Recruit This Season," we've developed four seasonal ideas to assist clubs with recruiting new members year-round:

"Rake in New Members"

- Fall: September, October, and November
- Recruitment Report due December 1

"Flurry of Members"

- Winter: December, January, and February
- Recruitment Report due March 1

"Growing Members"

- Spring: March, April, and May
- Recruitment Report due June 1

"Warm Up with Members"

- Summer: June, July, and August
 - Recruitment Report due September 1
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