



# MEMBERSHIP

## ADVANCEMENT PLAN

### Unity in Diversity

The General Federation of Women’s Clubs is proudly represented in thousands of communities around the world by dedicated volunteers who work to better the lives of others, make cities and towns better places to live, and extend the hand of friendship to those near and far. We are individuals of diverse talents, interests, and backgrounds united by a dedication to community improvement through volunteer service.

GFWC offers a network of support for nearly 80,000 clubwomen who volunteer on a local, state, national, and international level. Working together, we constitute a powerful, service-oriented organization that encourages volunteerism through training and coaching, leadership opportunities, personal enrichment, and many other benefits. Various GFWC resources, from members-only materials to legislative alerts, support individuals and clubs in their volunteer efforts.

The many benefits of belonging to GFWC include:

- **STRENGTH IN UNITY.** GFWC members strengthen their voice in shaping public issues and policy through the combined efforts of women serving in their club, District, State Federation, Region, or at the national level.
- **SUPPORT AND ENCOURAGEMENT.** GFWC offers members a network of women with similar interests and concerns. Fun, fellowship, and lasting friendships are a large part of the GFWC experience.
- **LEADERSHIP TRAINING AND PROFESSIONAL DEVELOPMENT.** Knowledge and experience acquired through GFWC volunteer training and community service can enhance a personal resume and open the door to new career or personal opportunities. Or, prompt new academic pursuits and success in a wide variety of fields.
- **A VARIED VOLUNTEER MENU.** GFWC offers many national resources to help clubs plan and create community service projects in the diverse areas of Arts and Culture, Civic Engagement and Outreach, Education and Libraries, Environment, and Health and Wellness. GFWC also supports Special Programs that advance Domestic and Sexual Violence Awareness and Prevention and encourages members to become Advocates for Children.
- **HEALTH AND HAPPINESS.** Studies show that the personal satisfaction that comes from making a positive difference helps volunteers live longer, function better, suffer fewer ills, and enjoy life to the fullest.

### 2022-2024 MEMBERSHIP COMMITTEE

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**CLUB CONNECTION INITIATIVE:** At the start of each week write a note, send an email, or post a comment on social media using #IAmGFWC to recognize a clubwoman who has done something remarkable, such as chaired a successful project, shared a great idea, organized a meal for a sick member, provided encouragement when someone needed a boost, or has just been their usual terrific self. Be mindful of the many benefits we all receive from our membership and value the work that others do to make things go smoothly. Give a pat on the back on Motivational Monday and let others know you noticed!

**MEMORABLE MEMBERSHIP PROJECTS:**



**Juniorette Membership Drive and Mixer**

GFWC Warren Juniorettes (OH) maximized promotion of their membership campaign. To make students aware of their kickoff event, flyers were posted around school inviting those interested in attending. Information was also posted on Facebook and other social media outlets. At the event, club brochures, projects, and pictures were displayed, and the club president shared plans for future meetings and projects. Folders, schedules, and brochures were distributed and reviewed with each guest.



**Themed Membership Drive**

GFWC Platte City Study Club (MO) held an October themed membership drive in a church fellowship hall. The theme was GFWC County Fair. They set the room up in four sections: personal creations, crafts, games, and refreshments. Guests enjoyed looking at quilts and other items made by members and playing old-fashioned fair games like ring toss. Fall inspired refreshments were served and the room was decorated with fall décor.



**Creative Way to Find New Members**

GFWC Rexburg Civic Improvement Club (ID) took a unique approach to attracting new members. They visited each business in their medium-sized town and asked them to sponsor an employee as a member of the club. The business learned about the club and what they do for the community. Some businesses donated to the club, as well as giving a sponsorship.



**Bee A Volunteer**

GFWC Cartersville Woman's Club (GA) held a recruitment event with the theme "Bee A Volunteer." Bee items were used throughout, from invitations to table decorations and a handbook titled "Bee A Volunteer." A speed-dating format was employed for potential members to learn about the Community Service Programs. The evening ended with a fun game of BEE-INGO and everyone in good spirits and wanting to know more.

## **MARKETING GFWC MEMBERSHIP**

The more you TELL, the more you SELL, so tell the benefits of GFWC membership whenever you can. Assure a prospective member that her experience will be rewarding, challenging, and stimulating. Bring GFWC and club promotional materials to all projects and events. Promote membership by wearing GFWC emblematic apparel, pins, and buttons.

### **PROMOTE THE VALUE OF GFWC**

Do you realize that your annual GFWC membership dues are just \$15 a year? Many people spend that much money for a movie and popcorn, or a music CD, without a second thought. Your dues provide:

- The GFWC Club Manual, which contains information and resources strengthening your club's activities:
  - Special Programs - The Signature Program: Domestic and Sexual Violence Awareness and Prevention and the Juniors' Special Program: Advocates for Children.
  - Advancement Plans - Communications and Public Relations, Fundraising and Development, Leadership, Legislation/Public Policy, Membership, and the Women's History and Resource Center.
  - The Community Service Programs, which offer tools for developing and executing action plans to create effective projects in Arts and Culture, Civic Engagement and Outreach, Education and Libraries, Environment, and Health and Wellness.
- The GFWC Awards, Contests, and Grants, which provide recognition and/or financial rewards to GFWC members, clubs, and State Federations.
- The GFWC Communication Tools, which offer up-to-date information to keep members and clubs informed and connected:
  - GFWC's website ([www.GFWC.org](http://www.GFWC.org)) is our cornerstone communication channel that provides organizational history and current information, notice of upcoming events, member and club highlights, GFWC Marketplace access, and various resource and program materials.
  - *GFWC Clubwoman Magazine*, our quarterly, electronic, seasonal happenings, and events provides club information and support, including everything from administrative details to Affiliate Organization initiatives.
  - *News & Notes*, GFWC's weekly e-newsletter, provides timely information straight to your inbox, with highlights of various programs, member and club news, plus GFWC Marketplace sales. Look for a link to the GFWC Blog for an inside peek at many successful club projects.
  - GFWC Facebook provides daily updates on historic commemorations and current events. Join the conversation, connect with fellow members, and be the first to know about special offers. Go to [www.Facebook.com/GFWCMembers](http://www.Facebook.com/GFWCMembers) to get started.
  - Follow @GFWCHQ on Twitter ([www.Twitter.com](http://www.Twitter.com)) for up-to-the minute news from GFWC on events, programs, and Affiliate Organizations.
- The GFWC Member Center, at [www.GFWC.org/Membership](http://www.GFWC.org/Membership), contains resources to help members and clubs reap the rewards of GFWC's dynamic network of community volunteers, including:
  - Membership Discounts with a listing of companies offering special discounts, such as 80% savings on printing at Office Depot/Office Max.
  - A Mediators Program that offers specialized, confidential assistance with difficult issues related to club members and/or club development.
  - A Top Projects list from the last year of Award Entries to stimulate new ideas and activities in clubs.
- The GFWC Women's History and Resource Center provides members with access to GFWC Headquarters and its archives through tours, exhibits, publications, and an interactive history timeline on the GFWC website at [www.GFWC.org/what-we-do/whrc](http://www.GFWC.org/what-we-do/whrc). The GFWC WHRC publishes a quarterly newsletter that all members can subscribe to via the GFWC Member Portal. GFWC affinity programs offer a variety of member benefits and discounts, including travel and tour opportunities, club liability and D&O insurance, a GFWC affinity credit card, and the ability to direct up to 0.05% of your online shopping through Amazon Smile to GFWC.

Add benefits and rewards to this list that are specific to your club. Take time at a meeting to have members share their own stories about membership in the club and how GFWC has been a valuable life resource for them. Personal anecdotes are the best way to effectively communicate the benefits of belonging to GFWC.

### **GFWC CLUBWOMAN MAGAZINE**

The quarterly, electronic magazine of the General Federation of Women’s Clubs, whose members are dedicated to community improvement by enhancing the lives of others through volunteer service is available to all members in the Member Portal. It is located in Resources, C, Clubwoman.

## **RETENTION**

After a summer break, many clubs renew their work in August or September. This is an opportune time to strengthen core groups of members.

Start the new club year right by surveying members. For example, you can ask the club officers to give a list of their “Wells and Betters.” This includes what they thought the club did well over the past year and what they believe the club could do better. When you are honest with yourselves on your weaknesses, you can develop new approaches, highlight your strengths, and enjoy a renewed sense of purpose and focus.

### **ENGAGE YOUR MEMBERS**

A stable core of experienced members is the backbone of every club. New members can lean on and learn from members who have an institutional memory and history. Working together, experienced members and new members can function like one healthy body—standing tall, moving forward, and making strides toward accomplishing your club’s goals. Members who actively participate in club work are more likely to want to continue their membership.

To engage your members, your club should ensure an atmosphere of fellowship and friendship and provide varied opportunities for them to exercise their talents and abilities. Encouraging involvement from both longstanding and new members not only capitalizes on members’ creativity, skills, and energy but also increases their commitment and allegiance. Members need to feel useful and have a continuing reason to belong. Consider subsidizing a trip to a convention or conference to help members connect with other members and the Federation. Raffles or fundraisers could produce the revenue to offset the cost.

Find ways to use the talents of ALL members and engage every member in club projects to avoid conflict. Ask for and try to implement member suggestions to keep your club happy, strong, and growing.

### **SUGGESTIONS FOR ENGAGING MEMBERS**

Each club and community are unique. Adopt or adapt these suggestions to revitalize and engage your members:

- Encourage member input through a suggestion box, surveys, one-on-one calls, or by having an informal chat session at a club meeting.
- Establish and maintain an effective system of communicating with members:
  - ∅ Institute a telephone tree or email list to remind members of regular meetings and special events.
  - ∅ Create a club newsletter, including a Club President’s Message, news about recent program/project successes, upcoming club events, member highlights, and other pertinent information, such as notices from the State Federation, Region, and GFWC.
- Encourage attendance at District, State Federation, Region, and national GFWC events to learn about important program information and other news. Club leaders should stress that all members are welcome and encouraged to attend GFWC meetings.
- Keep club projects fresh, relevant, and interesting. When members begin to tire of a project, it is time to make a change.
- Initiate brainstorming sessions to give all members a voice in club activities and promote a sense of club ownership.
- Keep a tab on member satisfaction with periodic surveys. Individual interests change with time as members grow and evolve.
- Review the guide “How to Retain GFWC Club Members,” which can be obtained from GFWC, for more ideas.

### **CONDUCT A GFWC FEDERATION REFRESHER**

Research shows a positive program on the benefits of belonging to GFWC can increase a club's overall retention rate. This program or "Federation Refresher" is essential for instilling a sense of pride and purpose in both new and seasoned members. GFWC continually looks for new ways to improve its benefits and services to members. All members should be knowledgeable about GFWC, which offers many programs designed to keep members informed and connected. In any refresher, include information on why Unity in Diversity was chosen as the GFWC motto and why it is as important today as it was when it was adopted at the first GFWC Convention.

### **ENCOURAGE FLEXIBILITY IN YOUR CLUB**

If there is one thing that we all have too little of, it is time. Lack of time is one of the most common reasons that clubs lose members. Respect the limits of your members' time by being flexible and efficient, 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 and ensure they meet the needs and diversity of club members.
- Schedule meetings at a time that accommodates as many members as possible or consider a "Morning Division" and "Evening Division."
- Email the Treasurer's Report and minutes of the past meeting prior to a regular meeting so they can be reviewed in advance for corrections and/or additions.
- Make an agenda and stick to it. Typically, two hours should be adequate for a full meeting.
- Keep reports brief and to the point by sharing lengthy program considerations and project and personal news in the club newsletter.
- Allow time for discussion but set a time limit on debate.
- Ensure an outside speaker's topic will be interesting and relevant to the club's goals. Inform the speaker of the time limit and be sure it is respected.
- Schedule a period of social time with refreshments before or after the business meeting, so members can attend as their time allows.
- Consider scheduling some social opportunities outside of meeting times. These opportunities can be on a regular basis, like a "Morning Moms" group that meets once or twice a month for coffee after dropping children off at school, or intermittent, such as an impromptu lunch or after-work "wine down." Or, invite members to start a yoga group, book club, or other common-interest activity.

Remember rules, regulations, requirements, and traditions are not set in stone. Parliamentary procedure outlines a set of rules to assist a club in best practices, but those rules are not meant to stifle the fun and enthusiasm of your club. Routinely review club bylaws and standing rules and amend those that no longer serve the club or member concerns, situations, and/or interests. In doing so, pay special attention to those that require attendance at a certain number of meetings or call for a set number of volunteer hours of service.

### **MAKE IT EASY TO RENEW**

When it is time to pay club dues, make the process as easy as possible for members. Consider setting aside a time before or after a meeting or sending an email notice or invoice, in addition to the typical newsletter reminder. Provide a breakdown of annual dues (\$15 GFWC, plus state and club dues), so members understand what their money supports.

If a member is delinquent, contact them discreetly. Family illness, job layoff, or other unfortunate circumstances might be a limiting factor. Perhaps a payment plan can be suggested, or the club can establish a fund for such purposes.

### **TIPS FOR CONNECTING MEMBERS WITH GFWC**

Create one-on-one connections with GFWC:

- Encourage attendance at District, State Federation, Region, and GFWC meetings. Plan to go to every GFWC meeting with a full car! Make every trip an adventure.
- Invite a State Federation Officer or another GFWC leader to speak at a club meeting. Use the speaker's area of expertise as the theme for meeting.

Celebrate GFWC:

- Celebrate GFWC Federation Day on April 24 by organizing and conducting a fun community service project. Wear GFWC emblematic apparel or wear **FEDERATION BLUE** (royal blue) so the color becomes associated with club events.
- Ask the mayor to designate April 24 as GFWC (insert name of your club) Day, to recognize the contributions your club has made to the local community.
- Invite television and newspaper reporters to your club's major community service events. Be ready with stories and facts about the impact of your club.

### **RECOGNIZING AND REWARDING MEMBERS**

Members are more likely to remain enthusiastic about a club that has a positive and fun outlook. Members do not join a club to be recognized, but everyone needs and appreciates affirmation. Positive words can mean a lot. Honor and celebrate your members. Look for an opportunity, such as after a big project or fundraiser, to have an awards ceremony with some funny certificates such as the "Duct Tape Award," for the member who can fix anything and the "Little Miss Sunshine Award," to the member who is always smiling. Share a laugh and make them feel special at the same time.

#### **RECOGNIZE YEARS OF MEMBERSHIP**

You can never say thank you enough! Let members know how grateful you are by celebrating their GFWC service with a GFWC membership recognition pin:

- GFWC Gold Pins are awarded by GFWC to 50-year members. The member's club president must request the Gold Pin, which is free of charge, by filling out a request form available at [www.GFWC.org](http://www.GFWC.org). If State Federation and District leaders also want to recognize long-term members at their meetings, they may request information about recent Gold Pin recipients in their area from GFWC Membership Services at [GFWC@GFWC.org](mailto:GFWC@GFWC.org).
- GFWC Silver Pins, which recognize 25-year members, may be purchased through the GFWC Marketplace.
- Other pins available for purchase from the GFWC Marketplace include five-year, 10-year, 15-year, 20-year, 30-year, 35-year, 40-year, 45-year, 55-year, 60-year, 65-year, and 70-year pins.

#### **CELEBRATE CLUB ANNIVERSARIES**

Each year provides an opportunity to celebrate your club's anniversary, which can be a very meaningful time for all members. Whether it is five or 50 years since the founding of your club, consider honoring one member each year with a "GFWC Clubwoman of the Year" award for their dedication and service. You can also honor a new member with a "GFWC Rookie of the Year" award for efforts to get involved with projects.

GFWC acknowledges milestone club anniversaries with a certificate, letter from the GFWC International President, and recognition on social media. GFWC defines milestone anniversaries as 25, 50, 60, 70, and every five years thereafter. Anniversary dates are based on the date when the club joined GFWC, not the date when the club was founded. GFWC was founded in 1890. Therefore, 1890 would be the earliest year used to calculate an anniversary, even when a club had been founded prior to that time.

To request recognition of a club's milestone anniversary, contact GFWC@GFWC.org or mail your request to GFWC Membership Services, 1734 N Street NW, Washington, DC 20036, ATTN: Anniversaries. Please allow a minimum of 3-4 weeks to process your certificate request. The request must include:

- Complete name of the club.
- Anniversary year being celebrated (25, 50, 60, 70, and every five years thereafter).
- Date (year and month, if possible) when your club federated with GFWC.
- Name and address of current club president.
- Name and address where certificate and letter should be sent.
- Club's deadline for receiving the anniversary certificate.

## RECRUITING MEMBERS

Communities across the country and around the globe benefit from the work of GFWC club members every day. One of the most important goals we have is to continue to move forward. New members can be found everywhere we go, the key is to share GFWC with everyone!

During recruiting season, ask every member to bring a friend to your prospective-member event or first club meeting, reaching out to women from various parts of the community. Reward members for bringing in new members—make a game of it! For example, every member who brings a guest to a meeting could receive a free ticket for the next month's raffle. If the guest joins as a member, her host gets five free tickets. Ensure the raffle item is something everyone will want, such as a gift certificate for the mall or a popular restaurant. Regardless of the outcome, recognize all members who participate in recruitment.

Neighbors, friends, co-workers, and relatives all deserve the chance to be a part of GFWC, because GFWC has, does, and will continue to change lives and communities for the better. Recruiting is vital to GFWC success, so it is important that we invite and encourage women to join our clubs.

Recruiting and welcoming new members is an ongoing process that requires the focus and commitment of everyone. The most important aspect of recruitment is the determination to succeed. Without dedication and follow through, no recruitment campaign will be as successful as it could be. The process must have the full support of every club member and be viewed as a shared responsibility.

### **PARTICIPATE IN GFWC'S "SPARKLE & SHINE WITH MEMBERSHIP" RECRUITMENT CAMPAIGN**

Recruitment is a year-round process and the campaigns and reporting of new members reflect this fact. A club that recruits three new members during each season will end the year with 12 new members! Clubs can plan creative membership recruitment campaigns and events around the many national awareness issues and commemoration days that are aligned

### **MEMBERSHIP "SPARKLE AND SHINE" RECRUITMENT CAMPAIGN**

Join GFWC clubs nationwide in our popular membership recruitment campaign

June, July, and August

#### **RETENTION**

**"Pearls - Strengthening Relationships"**

Report due September 1



September, October, and November

#### **RECRUITMENT**

**"Ruby - Share Your Passion!"**

Report due December 1



December, January, and February

#### **MENTORING**

**"Emerald - Harmonious Connections"**

Report due March 1



March, April, and May

#### **RECOGNITION**

**"Diamond - Shine Bright"**

Report due June 1



# MEMBERSHIP

with GFWC Special Programs and Community Service Programs. The possibilities are endless when we look for diversity.

Always include Federation facts, food, and fun at any recruitment event! Clubs that are successful in securing three new members from their recruiting efforts will be featured in *News & Notes*. Send the name of the recruiter and the contact information of the new active, dues-paying members to your State Membership Chairman. **Only the State Membership Chairman** can order the recognition pins and circles from GFWC Headquarters. Questions about GFWC Star Recruitment Pins and Circles should be directed to your State Membership Chairman. Clubs should maintain accurate recruiting records that can be passed from one Administration to the next.

## REFERRALS FROM HEADQUARTERS AND FACILITATING TRANSFERS

The GFWC website is often visited by women interested in joining a volunteer community service organization. Typically, an email is received by GWC Membership Services. These potential members have already taken the first step in learning more about GFWC; they are already interested in information about clubs near their home. The hard part is done! Here is what happens next:

- When Membership Services receives an email inquiry, a return email is immediately sent, and the original email is forwarded to the State Membership Chairman.
- The State Membership Chairman (or Junior Membership Chairman, if appropriate) contacts the local club president and provides her with the prospective member's contact information.
- If your club is contacted, do not let this promising lead slip away. A quick phone call or email is all it takes to acknowledge the person's interest and provide an invitation to a club meeting or event.

Likewise, when a loyal member is relocating to a new community and must leave your club, help her contact GFWC Membership Services so she can connect with a GFWC club near her new location. It can be easy to put aside an effort to find a new club during a move, and once she becomes busy with new activities and commitments, a valued member could be lost.

## CELEBRATE CLUB MEMBERS' RECRUITMENT SUCCESSES

Star Recruitment Pins and Circles are incentive rewards for successful recruiters. The first five awards, recognizing those who have recruited five to 29 new members, are small star-shaped pins with a butterfly clasp and small chain that attaches to the stem of the GFWC Member Pin. Members who have recruited 30 or more members will be awarded a color circle to wear behind their star pins. Awards are cumulative and can cross Administrations. There are 10 levels:

- Recruiters earn a white star for five to nine new members.
- Recruiters earn a red star for 10 to 14 new members.
- Recruiters earn a blue star for 15 to 19 new members.
- Recruiters earn a silver star for 20 to 24 new members.
- Recruiters earn a gold star for 25 to 29 new members.
- Recruiters earn a white circle for 30 to 34 new members.
- Recruiters earn a red circle for 35 to 39 new members.
- Recruiters earn a blue circle for 40 to 44 new members.
- Recruiters earn a silver circle for 45 to 49 new members.
- Recruiters earn a gold circle for 50+ new members.
- Recruiters earn certificates for 60, 70, 80, ect. new members.

Send the names of your club's successful recruiters and the names and contact information of the new, active, dues-paying members to your State Membership Chairman. Only this Chairman can order Star Recruitment Pins and Circles.



**GET AN EARLY START ON RETAINING MEMBERS**

The process of retaining club members can never start too early. The addition of new members signals the start of the most critical part of any membership plan—new member retention. The first year is the most crucial in a GFWC clubwoman's membership. New members must immediately feel they can make a meaningful contribution to the club and community. By inviting and encouraging new members to be involved, you will build loyalty and commitment to the club's service projects and GFWC's mission. At the end of a new member's first year, let them know how much you appreciate their work and enthusiasm. Then, continue to build a solid foundation by asking for their feedback. Did the club meet their expectations? What did they enjoy most about their membership? How would they like to participate in the coming year?

**ESTABLISHING NEW GFWC CLUBS**

GFWC clubs and individual members are encouraged to look for opportunities to build a new GFWC club or federate an existing, non-GFWC club. The Membership Chairmen should be well-versed on the points of the GFWC resource, "How to Build a NEW GFWC Club." An existing GFWC club can sponsor any type of club. A Woman's Club might sponsor a collegiate club at a local university or a Juniette Club at the high school. A Junior Woman's Club might start a cyber club. Whatever the case, State Membership Chairmen and the GFWC Membership Services Department will be glad to provide assistance as needed.

**GFWC MEMBERSHIP CATEGORIES**

Before federating a new GFWC club, it is important to understand the many GFWC membership categories specified in the GFWC Bylaws, as well as those defined by membership practices. The following types of clubs are recognized by GFWC.

**ACTIVE****WOMAN'S CLUBS**

These clubs are clubs that are not otherwise designated as Junior, Juniette, International, or National Clubs. This group constitutes the largest portion of active membership.

**JUNIOR WOMAN'S CLUBS**

These clubs hold active membership status and participate in the regular programs of GFWC. Junior Clubs vary in age range and not all states have Junior Clubs or membership categories. Some State Federations have an age cap on Junior membership, while others do not. At the GFWC level, Junior Clubs are represented by the GFWC Director of Junior Clubs, a nationally elected officer who serves as a member of the GFWC Executive Committee for one Administration and presides over all Junior functions at GFWC meetings.

**JUNIORETTE CLUBS**

These clubs are composed of young women in middle school or junior or senior high school with an age range from 12 to 18 years old. Juniette members can have voting privileges at the GFWC Annual Convention, are eligible for awards, and have state reporting responsibilities, like other active clubs. Juniette Clubs must be sponsored by a Woman's Club, Junior Woman's Club, District, or State Federation. It is recommended that each Juniette Club have a GFWC State/Club Advisor. For guidelines on establishing a Juniette Club, refer to the Juniette Club Manual pages or the Juniette Club Handbook in the Member Portal at [www.GFWC.org](http://www.GFWC.org).

**NATIONAL CLUBS**

These clubs are clubs that have a nationwide membership composed of Past Region Presidents, Past State Presidents, and Past State Directors of Junior Clubs from one Administration. The GFWC Booster Club, composed of friends and relatives of individual members, is also a National Club. All National Clubs pay per capita dues to GFWC.

### **INTERNATIONAL CLUBS**

These clubs are composed of members who reside outside the United States that **pay per capita dues** to GFWC.

### **ASSOCIATE**

### **NATIONAL ORGANIZATIONS**

These organizations are national in scope and their work is germane to GFWC programs.

### **INTERNATIONAL AFFILIATES**

These clubs, federations, and associations are composed of members who reside outside the United States. Their work is germane to GFWC programs, and they **pay flat-rate dues**. If you or someone in your club has an international connection, consider facilitating the creation of a GFWC International Affiliate Club. For assistance, contact GFWC Membership Services and the Chairman of the GFWC International Liaison Committee, Kathryn Sowers at kacky3@verizon.net, who is responsible for maintaining communications and a strong bond with these clubs.

### **SPECIAL INTEREST CLUBS**

Special Interest Clubs are active clubs paying per capita dues that function in different ways than traditional clubs.

### **COLLEGIATE CLUBS**

Colleges and universities often face the same challenges as traditional communities. A collegiate club functions in the campus setting and provides service opportunities that accommodate the student lifestyle. Juniors who have graduated from high school can maintain their GFWC affiliation with a Collegiate Club.

### **CYBER CLUBS**

This new type of club is designed for members who want to engage in volunteer service and membership opportunities but cannot attend meetings. Club business is transacted through electronic means. Some traditional clubs may even have "cyber members" who attend meetings via Skype, Zoom, or other electronic means.

### **SINGLE ISSUE CLUBS**

GFWC offers a diverse array of Special and Community Service Programs, but clubs alone determine their work. It is okay for a club to work on a single issue.

### **WORKPLACE CLUBS**

Members who work together already have something in common and often spend many hours together. They have the flexibility to meet during work breaks, such as at lunchtime or outside of work. Meetings scheduled just before or after work can be very convenient.

### **RETIREMENT COMMUNITY CLUBS**

Retirement Communities often gather retirees together from various states. Connecting with other clubwomen offers a ready group of friends with common interests.

## **GRANTS**

GFWC grants are available to clubs to assist with recruitment efforts and to State Federations to assist in the development of a new membership recruitment project/campaign at the state level. Designated for each GFWC fiscal year, which begins July 1 and ends June 30, GFWC offers \$50 to clubs for member recruitment programs and \$100 to State Federations for new state-level membership projects/campaigns.

To apply, download the Membership Grant Application for clubs or State Federations by logging into the Member Portal at [www.GFWC.org/MemberPortal](http://www.GFWC.org/MemberPortal). Click on the profile icon in the upper right-hand corner of the screen and select "My Digital Library" from the dropdown menu. The forms can then be found in the "M" Resources folder.

Return the form to GFWC at least 45 days prior to the event. GFWC will award no more than one grant per club or State Federation per GFWC fiscal year. If you have any questions or need help accessing the grant application, contact [GFWC@GFWC.org](mailto:GFWC@GFWC.org) or call 202-347-3168.

## **AWARDS**

GFWC recognizes State Federations for outstanding projects and clubs for creative projects in implementing effective Membership Advancement Plan projects as follows:

- Certificate to one State Federation in each membership category
- \$50 award to one club in the nation for project creativity

Award winners will be determined by entries into the Award Program. Each State Federation may submit one State Award Entry and one Club Creativity Award Entry for Membership Advancement Plan projects. Clubs do not submit entries directly to GFWC.

### **SPECIAL MEMBERSHIP AWARD**

An award certificate will be given at the 2024 GFWC Annual Convention to each state that federates one or more new clubs with GFWC during the 2022-2024 Administration, plus a financial award of \$50 for each club that is federated. State Membership Chairmen must send the completed New Club Form to GFWC Headquarters within 60 days of the new club's federation date for the new club to qualify, with a copy to the Membership Chairman. The award is based on information provided to GFWC via the New Clubs Forms submitted between July 1, 2022, and February 15, 2024, and with new club dues paid by February 15, 2024.



Refer to the Awards section of the *Club Manual* for more information, including the Award Entry Cover Sheet guidelines.