

**Leading the Way to Successful**  
***Membership Recruiting***

# Membership is your club's most valuable asset

- ❖ Treat your members like "GOLD"
- ❖ Member's are your club's membership Ambassadors
- ❖ Your members are your greatest recruiting tool

**NFRW has given us a Great Slogan!**



**EACH  
ONE  
BRING  
ONE**



# **Introduction of Speakers**

Judy Blake, RW of Prescott

Judy Clouse, Palo Verde RW

Kat Pollard, Chandler RW

# Additional Recruitment Methods

- ❖ Happy Hour Events
- ❖ Social Media and Website
- ❖ Advertise
- ❖ Club Brochures or Palm Cards
- ❖ Buttons or Pins
- ❖ Former Members
- ❖ Alternate Meeting Times

**More Important than Recruiting**  
***IS***  
***Retaining Members***

➤ **First and Foremost: Exude a warm and welcoming attitude**

- Welcoming committee
- Know all members by name
- Introduce prospective members at your meetings
- Introduce new members at each meeting
- Highlight new members in your newsletter
- If a prospective or new member attends your meeting alone, seat her with a buddy
- Make your meeting into a media event

- Inspire members with incentives
- Provide a New Member Welcome Packet
- Report your membership numbers at every meeting
- Get new members involved on committees and special projects
- Social media; Create a website
- Host a New Member Tea
- End of each year: ask your members what they liked or disliked during the past or previous years
- Educate members on the benefits of attending regional meetings, workshops, Legislative Day and State and National Conventions



- Send postcards to members who have been absent for some time
- Send postcards or call members who have not renewed

## *Consider Yourself Hugged*

*Your (Club Name) is thinking of you.  
We may be separated physically, but we are  
united by mind and spirit.  
We stand together in love of  
Country, Community, and  
(Club Name).*

**Offer incentives for Renewing before  
December 31**

**Most of all, Thank your members on a regular basis!**

**Now that you have Members,**

***They need to be  
Reported to NFRW!***

# NFRW Reporting Changes

- ❖ Membership dues are based on the Calendar Year (Jan 1-Dec 31)
- ❖ No longer report membership on a quarterly basis
  - ❖ Reports may be made monthly-this is particularly encouraged for larger clubs
  - ❖ Remember – anyone **joining** prior to Dec 31 is considered a **new member** and **MUST** renew prior to Mar 1 to remain a member in good standing
- ❖ Current members may renew their membership beginning Oct 1<sup>st</sup>
- ❖ Members are considered delinquent if not renewed by March 1<sup>st</sup>
  - ❖ Access to NFRW “Member” section is discontinued
  - ❖ No longer receive NFRW’s Capitol Connection monthly email communication

## Reports to AzFRW

- ❖ Membership information is reported by email to AzFRW Treasurer
  - ❖ Currently - Donna Stawicki at [azfrwdonalyn@gmail.com](mailto:azfrwdonalyn@gmail.com)
- ❖ New members & renewals are verified & entered in NFRW database
  - ❖ Please highlight any member who may be moving their membership from another AzFRW or other state NFRW club
  - ❖ Please highlight any name or contact information changes
- ❖ AzFRW Treasurer will prepare & email payment Voucher to Club Treasurer
- ❖ Club payment is sent to AzFRW Treasurer & payment is made to NFRW

## Reports to AzFRW

- ❖ Excel spreadsheet ***MUST*** be used for Membership Roster (Example next slide)
- ❖ From the NFRW Report page regarding the importing of new members:
  - ✓ **ONLY Excel files** can be imported (.xlsx, .xls, .xlt, .xlsm).
  - ✓ Note the roster file must contain specific columns.
  - ✓ **DO NOT** remove or change column headers.
- ❖ You may delete the examples and highlighting. These are the only acceptable changes!

(N/R)	LAST	FIRST	ADDRESS	CITY	ZIP (JUST 5 DIGITS)	PHONE	EMAIL
lits as N or R		NO TITLE OR INITIALS		NO MIDDLE NAMES		123-456-7890	LEAVE BLANK IF NONE
N= New Members		R= Renewal List names in alphabetical order by Last Name.					
			EMAIL MEMBER ROSTER to:				
			DONNA STAWICKI				
			azfrwdonalyn@gmail.com				
			LIST IN SUBJECT LINE: Club Name & Report date				
			When VOUCHER is received, please send a copy with PAYMENT TO:				
			Donna Stawicki				
			18011 N Broken Bow Ct				
			Sun City AZ 85373-1751				
PLEASE - Do <b>NOT</b> put <u>Treasurer</u> on the envelope or anything else that would indicate there is money in the envelope							

***Questions?***