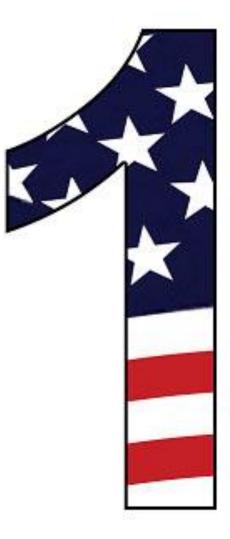
Leading the Way to Successful Membership Recruiting

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

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 1st
- ❖ Members are considered delinquent if not renewed by March 1st
 - ❖ 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 <u>azfrwdonalyn@gmail.com</u>
- 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.
 - ✓ <u>DO NOT</u> remove or change column headers.
- ❖ You may delete the examples and highlighting. These are the only acceptable changes!

					ZIP (JUST 5		
(N/R)	LAST	FIRST	ADDRESS	CITY	DIGITS	PHONE	EMAIL
lits as N or R	NO TITLE OR INITIALS	NO MIDDLE NAMES				123-456-7890	LEAVE BLANK IF NONE
N= New Mer	nbers						
R= Renewal	List names in alphabe	tical order by Last Name.					
			EMAIL MEMBER ROSTER t	:0:			
			DONNA STAWICKI				
			azfrwdonalyn@gmail.con	n			
			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 NOT put Treasurer on the envelope or anything else that would indicate there is money in the envelope						

Questions?