

Membership Tips for 2025 Summer Institute

Highlights from the GFWC Membership workshop to help us improve recruitment and retention.

Create a welcoming environment: First impressions matter - A warm and inclusive club culture can be a deciding factor in whether someone continues to engage with the group or decides to leave.

A smooth onboarding process ensures new members feel valued and engaged right from the start! Provide clear instructions on how to get involved and where to find resources. Assign a member or a "buddy" who can help new members navigate all the club's activities and policies, answer questions and making them feel welcome. Fostering a sense of belonging early on, sets the stage for retention.

Communicate Clear Value Proposition

For potential members, the value of joining your club needs to be clear. This involves showcasing the benefits members will receive and making sure these benefits are communicated effectively. Use various channels such as social media, newsletters, or informational brochures to outline the advantages of membership. Having current club members give first-hand testimonials always helps!

For retention, it's important to consistently remind current members of the value they receive by being involved with GFWC. Show members that their participation and support are vital in the club's success.

Leverage Digital Technology & Marketing

Digital marketing plays a central role in membership recruitment. Create a user-friendly website that clearly communicates *who you are, what you do, and who you do it for*, and the benefits of membership.

Use of social media, webinars, virtual events, videos and educational content can also be effective recruitment tools, showcasing the value of membership before potential members commit.

Personalized Communications & Engagement

Personalizing your club's communications can make a significant impact. For recruitment, you might send targeted messages to potential members based on their interests. Personalized email campaigns, phone calls, or personal invitations to events can go a long way in boosting engagement.

For retention, personalized communication is just as critical. Regular check-ins with members through phone calls or personalized emails can foster a stronger connection. Ask members about their experiences, challenges, and any suggestions for improving the club. By showing that you value their input and are committed to addressing their needs, they will feel more connected to the organization.

Encourage Member Involvement

Active engagement with your club is the key to retention! People are more likely to remain members if they feel connected and valued within the organization. Encourage members to get involved in committees, service project opportunities, and/or leadership roles. Providing them with opportunities to have a say in the direction of the club can create a deeper sense of ownership and commitment. When members actively contribute, they also become advocates for your club, helping to recruit new members and enhancing a sense of community.