

KEYS TO A SUCCESSFUL MEMBERSHIP CAMPAIGN FOR REPUBLICAN WOMEN CLUBS

Recruiting and retaining members

1. The membership chair should have several members work with her on an annual membership drive to begin in January. She should include the treasurer and perhaps the secretary. (It is the treasurer's job to fill in forms with member's name, address, etc. to send to OFRW.)
2. Plan an annual membership "event".
3. Get the list of present members.
4. Get list of former members.
5. Get list of elected officials.
6. Ask members to give three names that may be prospective members.
7. Design a membership application.
8. Design a letter to be sent to current members for renewals.
9. Design another letter to be sent to former members (we miss you or "wanted poster" theme).
10. Design a third letter for prospective women who have never been a member.
11. Design a fourth letter for elected men to become associate members.
12. Design an envelope for recipients to use to return their dues and membership information. This should be addressed to the treasurer.
13. Create a survey to include with your letter to determine what the members would like to have as a club.
14. Be sure to include time, date(s), and location of club meetings.
15. Have an "addressing party" where these mail items are assembled, addressed, stamped and otherwise prepared for mailing. Members should write a personal to include inside – something like, "looking forward to seeing you at our next meeting."

Other activities to build membership

1. Design a brochure (or use the NFRW blank). Copies of this should be available at all meetings, so members may pick it up to give to friends/acquaintances.
 2. Assign one or two members to welcome attendees at the door. If the attendee is new, the greeter should assist them in finding a place to sit. There is nothing worse than being new to a group and having to go from table to table trying to find an empty seat. The greeter should also introduce the new person to others sitting at that table.
 3. The club might have special name tags available for new members.
 4. During the meeting, or event, the President should introduce the new attendee and ask them to tell a little bit about themselves.
 5. Pass around a large coffee cup or basket at each meeting for members to donate their change to go into a fund to be used to pay for student's meals when they attend.
 6. Encourage members to bring high school and college students to your meetings and these students dinners would be paid from coffee cup fund.
 7. During campaign season, ask your members to drive around their neighborhood. They should write down addresses with Republican signs in their yard. Use a reversed directory or use voter vault to get the names. Then a letter should be sent inviting them to a meeting.
 8. Send birthday cards/get well cards. On membership forms ask for month/date of birthday (but not year).
 9. Appoint new members to a committee.
 10. During campaigns, ask new members to volunteer by working for a candidate.
 11. Create a special club newsletter. Send by email (or by U.S. Postage to those without email).
 12. Have a fun meeting such as a wine and cheese celebration at someone's home -- invite local elected officials.
 13. Create a business card board so that members can put up their personal cards.
 14. **Hold an appreciation event for elected officials. Express appreciation for a job well.**
- **Ask members to ask their favorite local restaurants to donate gift certificates. Each month draw a name of a member that is in attendance to receive the certificate. Put the name of the restaurant that will be given in the flyer and in the email for the meeting. Great publicity for the restaurant!**