



National Federation of Republican Women NFRW Membership Committee

Ideas to Spark Membership Retention

1. Assign Welcome Committee.

- * At least one member assigned to welcome members at the door.
- * Assist in finding place to sit. There is nothing worse than going from table to table where napkins are thrown across the chair as being "saved" and they are not asked to join the group

2. Make members feel special.

- * Listen to their ideas.
- * Ask about their talents - use them in areas where they shine.
- * Call them by name.
- * Appoint them to committees. Ask them to work on special events or projects.
- * During upcoming campaigns, ask them to head up or at least get involved in volunteer projects such as telephone banks, working in candidate offices or voter registration. This will educate them in the election process and keep them interested.

3. Introduce members at every meeting. Make special effort to introduce the new or prospective members. Tell them how glad you are they are there. If you do this at every meeting everyone will begin to feel welcome, comfortable and important.

4. Recruit elected Republican women to your clubs. This will peak the interest of members since they will have an inside track on information and get to know the officials.

5. Review old membership lists. Keep track of "old" members who have not renewed their dues or dropped out. Call to invite back. Ask why. Listen to concerns and do something about it. Be sincere about this. If they do rejoin continue to check with them to see if their needs are met.

6. Provide excellent programs. Members will want to be a part of the club.

- * Educate members in current events.
- * A visit to the legislature should be a highlight of the year.
- * Will want to be members to participate in this event.
- * Event is even more exciting with a Republican Governor!

7. Keep members informed about issues. Answer their concerns.