



NFRW

MEMBERSHIP

RECRUITMENT

CALENDAR

JANUARY

1. Prepare renewal reminders (including envelopes) to let members know they are missed and their ideas are needed. Ask for email addresses to improve efficiency in communication efforts - include membership information in all newsletters/bulletins. Renew all officers and chairmen; they must pay their dues in order to be on the Board.
2. Develop a club membership brochure – go to the NFRW website for a sample brochure for download and easy printing.
3. Appoint a Membership Team - the most POSITIVE club members – different ages and interests to have broader appeal for recruiting. Include a Young Republican to help with technology – facebook, twitter, etc. Recruit a member to establish a Club website.
4. Use the Secretary of State’s website to identify recruits from your Central Committee, county and local elected officials and State legislators.
5. Make a list of prospective members. Send membership brochure with a membership form.
Sources:
 - a) Chamber of Commerce
 - b) School Directory
 - c) Church Directory
 - d) Neighborhood Association
 - e) Historical Preservation Lists
 - f) DAR
 - g) Voter Vault
 - h) Election Day Republican poll workers (get from Election Board/County Clerk)
 - i) Residents with Republican campaign signs in yard
 - j) Past membership lists – those that have dropped their membership
6. Teams of club members do a door-to-door campaign inviting neighbors to join – offer local club brochure with a membership form.
7. Start planning your Membership event – create a membership theme.
8. Use email addresses of members and associate members to create a distribution list (new list for every 50 names) to cut cost on membership campaigns and renewal efforts. Establish a “buddy” system for those members who do not have email or have one member mail out notices to those not having email.
9. Announce your membership contest to Club members.
10. Provide membership applications at every meeting.
11. Start finalizing your program calendar.

FEBRUARY

1. Send blank bulletins/newsletters to members who have not paid their dues to remind them what they will be missing if they do not renew.
2. Good month for Membership Event. Be sure to invite precinct and headquarters' volunteers from the previous election.
3. Hold a special Valentine luncheon. Say "I Love You" to your daughter, granddaughter, sister, mother, etc. with a membership in your local women's republican club to continue the legacy.
4. Have President host a Valentine Get Together at her home for members and spouses. Have a signup sheet for names of guests that could be invited to next meeting.
5. Encourage members to bring guests to a meeting. Have President send a Thank You for attending and enclose a membership brochure.

MARCH

1. Follow up with women who were invited to Membership Event but did not join. Invite them to your regular monthly meeting.
2. Keep working on renewals.
3. Set a goal for increasing members. Keep members apprised of current membership level.
4. Emphasize the NFRW achievement award points awarded for increase in membership.
5. Always list new members in newsletter/bulletin.
6. Hold a special drawing for members who have paid their dues. Make it a unique gift item (stuffed Easter bunny, Easter basket, official dated White House Collector Easter Egg from White House Gift Shop, etc.) or restaurant gift certificate that has been donated to the Club.
7. Plan to attend NFRW Spring Board Meeting and experience Legislative Day on the Hill. Make it a fun trip with lots of members attending.

APRIL

1. Have your program calendar completed. By publishing your exciting programs, your members will be sure to mark their calendars to save the dates for your meetings, and it will be a draw for many ladies to become members so they can enjoy your programs.
2. Call all members who have not paid their renewal dues.
3. Send a bulletin/newsletter to registered Republican women (if you register by Party) in your area. Include a letter informing them of your Club and the Federation.

MAY

1. Send a bulletin/newsletter to business women in your community along with a letter emphasizing that Republican policies are business-friendly.
2. Be sure your website is up-to-date and informative. No one wants to go to a website that is old.
3. Prepare a program to honor all fallen veterans. There are very few who have not been touched with the loss of a loved one fighting for our Freedom.
4. Play patriotic music while attendees are arriving and while exiting.
5. Invite the local VFW, American Legion, etc. members and their spouses to attend the meeting – perhaps have one or two of these heroes be the featured speaker(s).
6. Consider a slightly reduced membership dues rate for veterans – they have already sacrificed for us.

JUNE

1. Are you registering voters? Send a bulletin to them along with a letter welcoming them to the Republican Party (if you register by Party) and/or to the community.
2. With summer almost in full swing, it is time to get those parades and festivals lined up in which your Club will participate. Your Club will get visibility which will increase your membership. Be sure to have your Club brochures handy to hand out to interested ladies!
3. Have President hold a Welcome Coffee/Lunch/Tea at her home for all NEW members (ask them to bring a guest) since January. Include all board members and committee chairs so new members can become better acquainted with the committees and opportunities available. Have a signup sheet for volunteers and offer door prizes.

JULY

1. When you register voters at your County fair, keep a list.
2. Have lots of red/white/blue events and decorations at your meeting.
3. How about a picnic that offers reduced membership to new ladies who join? Invite your elected Republicans to attend, too.
4. Attend New Citizen swearing in ceremonies to register voters and get new members for the Club.
5. Keep sending bulletins/newsletters to registered Republican women (if you have registration by Party) in your community.

AUGUST

1. Make sure you are inviting those young women who have children returning to school. Get a list of your PTA members, etc.
2. Host a special event or speaker at a luncheon meeting. Set the price of the tickets to include the dues for any new member. Current members would get an extra “something” with their tickets (i.e. invite an author as speaker – members receive a signed copy of the book; new members have their membership dues paid). Hold raffles and charge more for at door tickets to create additional funding.

SEPTEMBER

1. Hold a pre-election meeting or a back in the swing meeting in off-election years. Be sure to invite the new members from this year.
2. Make plans to attend the NFRW fall board meeting. This will give you an opportunity to network with other women across the Nation and get their membership ideas.
3. Hold a membership brunch and silent auction. Invite a well-known speaker and the media.

OCTOBER

1. In an election year, sign up all headquarters’ and precinct workers – remember, men can become associate members.
2. Walk precincts wearing your pin – “Ask Me About My Republican Club” (can get from www.buttonsonline.com). Be sure to have club brochures available for handout.
3. This is the month to place that newspaper ad that simply states, “Wanted: Republican Women.” Just add your telephone number and our membership will soar and give you a head start on next year!

NOVEMBER

1. Time for your 14 for 12 promotion. Anyone who joins now will be a member for the rest of the year and all of next year. Be sure to save their names for your first per capita report for the New Year.
2. Honor charter, long time members and past presidents. Collect photos of charter members – include old photographs of club events from years past – and put together a powerpoint or similar presentation. Invite family members and present these outstanding leaders with Certificate of Appreciation and a copy of the presentation.
3. Host an Appreciation Dinner for your elected Republicans. They will become true supporters of your Club and spouses pay dues to join – husbands can belong, too.
4. Be sure to send renewal envelopes with this bulletin/newsletter. Put next year's Membership Chairman's address on the envelopes.
5. If you use a membership form, having them filled out with the member's information will increase the likelihood of it being returned quickly.

DECEMBER

1. If your club has a festive holiday meeting, be sure to invite prospective members. They can join for next year.
2. Invite a Salvation Army representative to be your speaker. Have the Salvation Army band play before the meeting. Take up a special collection and present this gift to the speaker.
3. Host a Holiday Tea in a member's home. Members bring a friend that might become a member.
4. Have a progressive dinner – i.e. one house has Marine Corp representative to collect toys (Toys for Tots); the next house may have Christmas carolers (local high school group); etc.
5. Whatever your event, ALWAYS have membership brochures and forms available. Be sure to have nametags – different colors to differentiate members and guests.
6. Sit down, relax, pat yourself on the back. You have done a great job! Now prepare to start over again!!!!!!