



**NFRW**  
NATIONAL FEDERATION  
OF REPUBLICAN WOMEN



# **NFRW**

# **Membership**

# **Handbook**

**NFRW Membership Committee**

*Published 2011*

*Revised 2021*

# NATIONAL FEDERATION OF REPUBLICAN WOMEN

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## **National Federation of Republican Women**

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# MEMBERSHIP IN THE NFRW

Membership is the heartbeat of the National Federation of Republican Women. It is an opportunity for women to find their voice and make a difference! When you become a member of a local club you have a voice in that club, as well as with the state federation and the national federation. The more members who are recruited, the stronger and louder the voice!

The NFRW Membership Committee updated the NFRW Membership Handbook to aid membership chairs in achieving successful membership growth. It contains many exciting ideas and new hands-on tools to help build membership.

Invite, Inform, Involve! Every member is part of the membership team! Continue the legacy! Invite daughters, nieces and granddaughters to become members. Invite friends to become informed on issues and candidates. Become passionate! Working together we can and will make a difference in member recruitment! The NFRW Membership Committee challenges you to build your local club! Recruit! Recruit! Recruit!

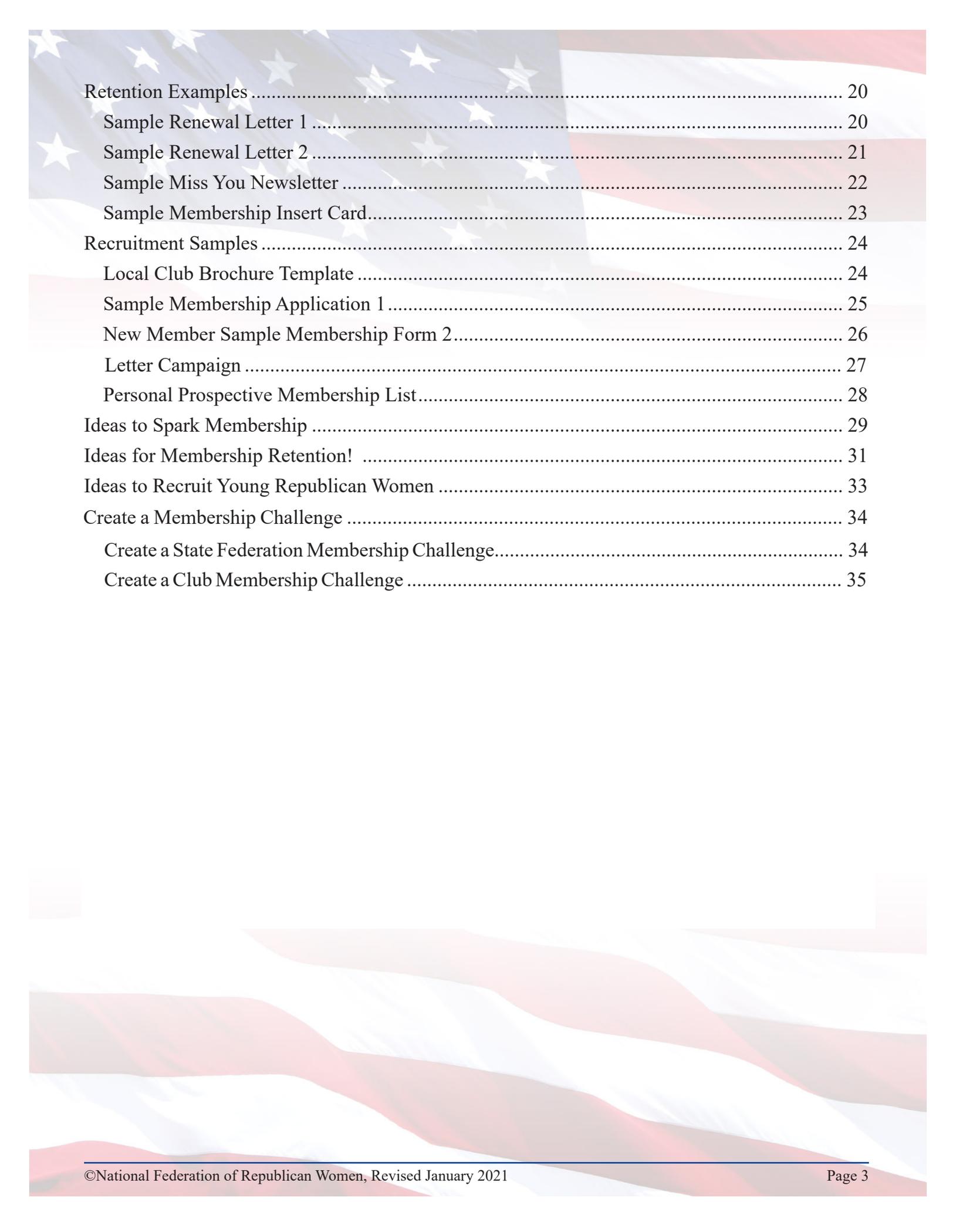
The Membership Committee hopes you find this handbook a valuable tool for your club and state federations.

*Barbara A. Ellerbrook - Membership Committee Chair*

*Janet Kushlan - Membership Committee Vice-Chair*

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# LOCAL CLUB MEMBERSHIP CHAIRMAN DUTIES

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## RESPONSIBILITIES

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- Develop and implement new programs for membership recruitment. Offer member incentives.
- Set membership goals. Raise the bar on membership recruitment. Think big!
- Form a local Membership Committee for your club.
- Plan a Membership Drive event.
- Recruit, encourage, and mentor new members.
- Create new members orientation packet. Include a Welcome Letter from President, membership directory, current local club newsletter, membership application for potential new member, and any other pertinent information about your local club or area.
- Serve as hostess to club members by greeting them at the door of your local club meeting.
- Provide reports at local club meetings and a written report for the President at Board Meetings.
- Provide sign-in sheets and name tags at meetings for members, guests, candidates and elected officials. Introduce guests, candidates, elected officials and new members during the meeting.
- Review and recommend approval or disapproval of each membership application to the Executive Committee/board meeting.
- Keep membership applications available at all times for members. Make sure that applications include full membership and associate membership categories.
- Compile and print a membership directory. Include names and phone numbers of National President, NFRW Region Director, State Federation officers, local club officers, elected officials, and members.
- Maintain up-to-date membership records. Notify your state federation of any changes or corrections as soon as possible. Notify state federation immediately of a member's death, so that family members will not be unnecessarily upset by continued correspondence.
- Maintain list of members' deaths to turn into the NFRW Chaplain for NFRW biennial convention memorials.
- Contact and encourage local elected Republican officials, candidates, precinct chairmen and spouses to join your local club.
- Utilize the NFRW Tri-fold Membership Brochure. Just add your local information to the booklet. Advertise in newspapers, direct mail, and word of mouth.

## CREATE A MEMBERSHIP TEAM

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- Recruit energetic members that are actively involved in the community.
- Team should be women of various ages and interests in the community.
- Ask each member to keep a membership form in their purse at all times!
- Each club member can be an important part of the membership recruitment team!

## MEMBERSHIP RECORD KEEPING

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- Check with your club president and state membership chair for responsibilities and tools. These may include forms, deadlines or contests that you want to be aware of as well as specific campaigns in your state.
- Maintain a computer excel sheet with contact information for local club members. Include name, address, phone number and most importantly email addresses for all members!
- Keep master list of prospective members, former members and current members.
- Record membership activities.
- Ask club treasurer to email you a copy of the Monthly Membership Report sent to your State Federation.
- Work with the treasurer. Determine where membership forms and dues should be mailed.
- Review and complete the NFRW Membership Award form every year. You can download the form from the NFRW Website.

## NFRW MEMBERSHIP CARDS and Letters

NFRW Membership Letters and Cards can be downloaded from the NFRW Website to be given to each of your members. Each Membership Card includes the Member Name, Club, Membership Expiration Date, and a contact ID number which can be used to create and login to the NFRW website and access extensive resources available to NFRW members.



124 N. Alfred Street, Alexandria, VA 22314  
Phone: 703.548.9688, Email: [mail@nfrw.org](mailto:mail@nfrw.org), Website: [www.nfrw.org](http://www.nfrw.org)

Dear

This is to certify you are a member of the National Federation of Republican Women through the date indicated on your official membership card below.

Since you are a current member, start earning the return on your investment now with the following benefits:

- A robust national website and member database management system that connects the entire Federation and provides key membership services, including administrative access and capabilities at the club level.
- The NFRW's electronic communications, including the weekly and monthly newsletters and political briefings, and free or nominally-priced publications like the Leader's Guide, Membership Handbook, Legislative Advocacy Manual, and outreach/recruitment materials.
- The Member Center, a private online network on the NFRW web site available to members only. The Member Center includes a member directory and the Digital Resource Library, which features committee and issue-related resources and materials, general organizational publications and forms, event information, graphics, and more.
- Assistance in creating new clubs, launching or updating a state or club web site, and other membership services.
- Sample materials, multimedia and resources that assist states and clubs with public relations and fundraising efforts, membership recruitment, campaign and issue advocacy programs, meeting planning, literacy and armed services initiatives, leadership development, community service, and more.
- Campaign Management Schools, Legislative Advocacy Day at the U.S. Capitol, and other programs, workshops and seminars that offer members the opportunity to meet national Republican leaders, discuss key issues, and develop leadership and professional skills.
- Networking opportunities and the ability to meet and develop relationships with women from across the country through online discussion forums and national events such as the biennial convention and annual board meetings. NFRW's national events include interactive workshops, exciting speakers, and informative programs and discussions.
- Representation in Washington, D.C., including the services of a professional staff and maintenance of NFRW headquarters – located in Alexandria, Virginia, a few miles from Capitol Hill. We are here to help you maximize your membership benefits, and are only an email or phone call away.

Regards,  
NFRW Membership Team  
[membership@nfrw.org](mailto:membership@nfrw.org)

### National Federation of Republican Women



Member: **Name**

Club: **Club Name**

Exp. Date: 12/31/2021

NFRW Contact ID: **Member ID #**

# **BENEFITS OF MEMBERSHIP**

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The NFRW has one of the lowest membership fees in the country, just \$20.00 annually per member. For this nominal fee, members of the National Federation of Republican Women receive a variety of services and access to political activities and information.

- A robust national website and member database management system that connects the entire Federation and provides key membership services, including administrative access and capabilities at the club level.
- Campaign Management Schools, Legislative Advocacy Day on Capitol Hill, and other programs, workshops, and seminars that offer membership the opportunity to meet national Republican leaders, discuss key issues, and to develop leadership and professional skills.
- Have the opportunity to attend biannual board meetings and biennial national conventions, both of which include interactive workshops, exciting speakers, and informative programs and discussions.
- Have access to sample materials, multimedia and resources that assist states and clubs with public relations and fundraising efforts, membership recruitment, campaign and issue advocacy programs, meeting planning, literacy initiatives, leadership development, community service, and much more.
- The Member Center, a private online network on the NFRW website is available to members only. The Member Center includes a member directory and the Digital Resource Library which features committee and issue-related and materials, general organizational publications and forms, event information graphics and more.
- The NFRW electronic communications, including the weekly emails and political briefings, and free or nominally priced publications like the Leader's Guide, Membership Handbook, Legislative Advocacy Manual, and outreach/recruitment materials.
- Assistance in creating new clubs and other membership services.
- Receive representation in Washington, D.C., including the services of a professional staff and maintenance of national headquarters, located just a few miles from Capitol Hill.
- Empower more Republican women in the political process and increase the number of women in the party and in public office.

When you join a local club, you also become a member of your State Federation of Republican Women and the NFRW with all rights and privileges of the most influential women's political organization in the country. Through our diversity of age, culture, opinions, and experience, women are the strength of the 21st century American politics. Believing that this rich tapestry is what makes us strong, the NFRW unites women as a collective force to positively impact the direction of our nation while also advancing the power of women through political access and participation.

**Membership has its privileges!**

# MAKE MEMBERSHIP FUN FOR EVERYONE!

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## CREATE THEME FOR MEMBERSHIP CAMPAIGN

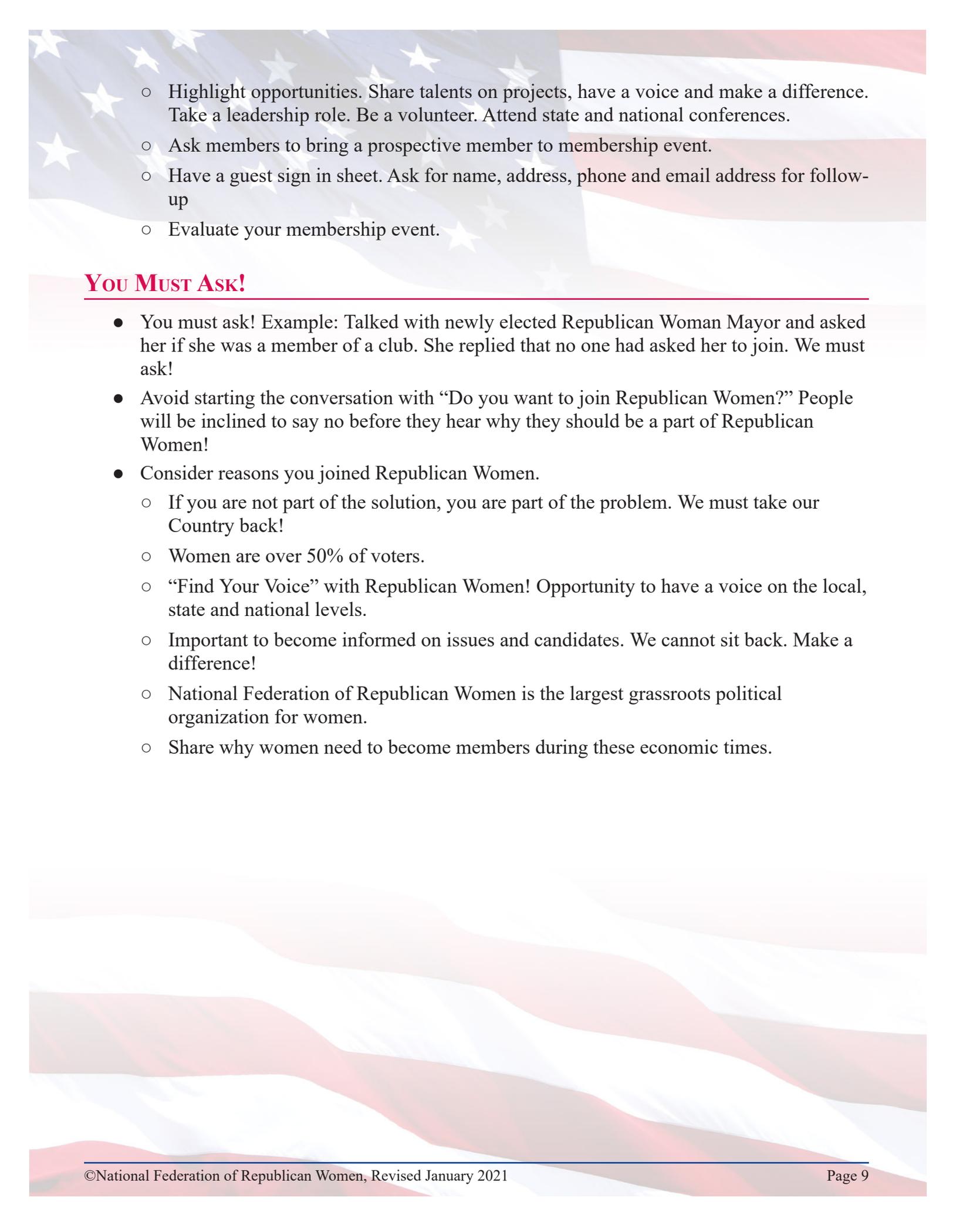
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- Example: Finding Your Voice...Change the World. Finding Your Voice...Make A Difference.
- Encourage members to use their voice! Each member should invite someone to join their club. Each One Bring One!
- Create a newspaper advertisement. Generic advertisement allows you to change message for upcoming events.
- Create a radio advertisement. Select members to be a part of the production of the advertisement.

## CREATE MEMBERSHIP EVENT

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- Ideas:
  - Christmas or Spring Membership Tea
  - Celebrate Republican Women Membership Event
  - Thank campaign workers with a party and recruit them into your club
  - Have a Holiday Membership Tea
  - Have a Progressive (Christmas is a good time!) Dinner with first house hosting wine and cokes. Marine Corp Toys for Tots representative would collect toys from members. Second house has appetizers. Christmas carolers (high school musical group or members) greet members at the door.
  - Coordinate a Luncheon with outstanding speaker.
  - Invite Legislators and their staffs to celebrate the clubs contributions – recruit as members.
  - Have a summer barbeque and invite local Young and College Republicans or students to join.
  - Send invitation letter to current members, local club membership brochure, etc
  - Set date for the event. Secure guests for program, honorees, Marines, special music, etc.
  - Select a site for event. Restaurant, member's home, library, etc.
  - Send invitation to prospective members. Include membership form. Follow up with thank you note after event.
  - Brag about your club. Describe at least three accomplishments. Tell about state and national accomplishments.
  - Highlight the benefits of being a Republican woman through the Membership Brochure For Local Clubs placed on NFRW Membership Website.

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- Highlight opportunities. Share talents on projects, have a voice and make a difference. Take a leadership role. Be a volunteer. Attend state and national conferences.
  - Ask members to bring a prospective member to membership event.
  - Have a guest sign in sheet. Ask for name, address, phone and email address for follow-up
  - Evaluate your membership event.

## **You Must Ask!**

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- You must ask! Example: Talked with newly elected Republican Woman Mayor and asked her if she was a member of a club. She replied that no one had asked her to join. We must ask!
- Avoid starting the conversation with “Do you want to join Republican Women?” People will be inclined to say no before they hear why they should be a part of Republican Women!
- Consider reasons you joined Republican Women.
  - If you are not part of the solution, you are part of the problem. We must take our Country back!
  - Women are over 50% of voters.
  - “Find Your Voice” with Republican Women! Opportunity to have a voice on the local, state and national levels.
  - Important to become informed on issues and candidates. We cannot sit back. Make a difference!
  - National Federation of Republican Women is the largest grassroots political organization for women.
  - Share why women need to become members during these economic times.

# RECRUITING IDEAS TO GROW YOUR CLUB!

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## CREATE PROSPECTIVE MEMBER LIST

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- Ask each club member to create their own list of at least five prospective new members and reach out to each of them personally. Review the results at the next club meeting.
- Use organized listings and community groups to invite individuals as well (i.e. Town and County Republican clubs, local candidates, Chamber of Commerce, registered voters, etc.)
- Members keep track of neighborhood residents with Republican campaign signs and American flags in their yards.

## SPREAD THE NEWS

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- Advertise your local club in newspaper, direct mail and by word of mouth. (Obtain a sponsor for newspaper ad!)
- Advertise your club events for no cost on social media, word of mouth, and other free mediums.
- Always share club business cards or membership forms when at events.
- Secure space at local fairs and festivals to promote your local club.

## USE NEW MEDIA

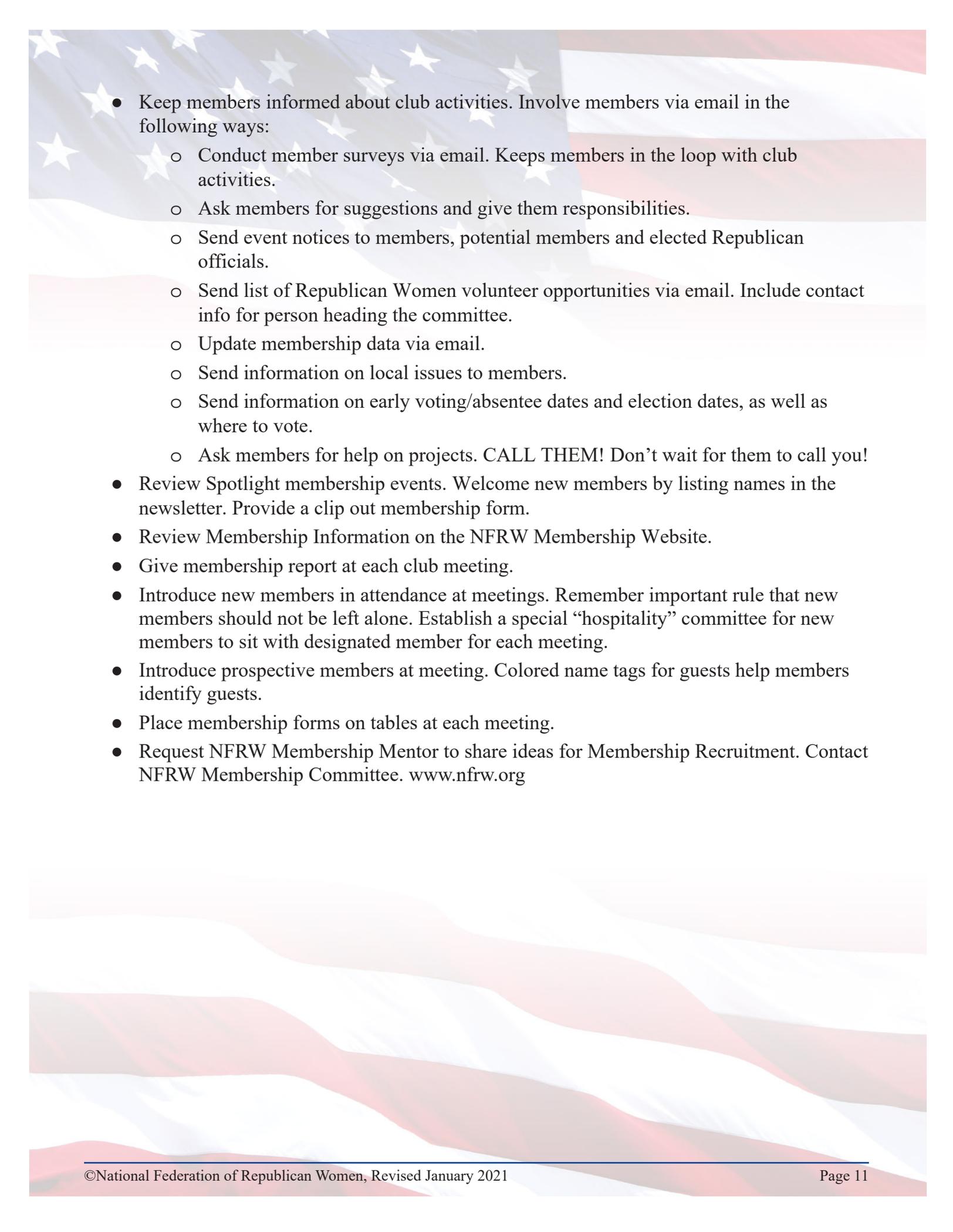
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- Create a club web site and keep it current.
- Create a Facebook page for Club.
- Recruit Young Republican Woman to post messages.
- Consider other social networking such as blog, Instagram, and Twitter.
- Create create posts on social media asking for new members. Share post in groups and other pages. Ask club members to share on their pages.
- Use social media "likes" to reach out to potential new members

## PROMOTE MEMBERSHIP THROUGHOUT THE YEAR

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- Design and send Newsletters each month.
  - Spotlight membership events.
  - Welcome new members by listing names in newsletter.
  - Provide a “clip out” membership form.
  - Share newsletters on social media and email. Add newsletter link to the website.

- 
- Keep members informed about club activities. Involve members via email in the following ways:
    - Conduct member surveys via email. Keeps members in the loop with club activities.
    - Ask members for suggestions and give them responsibilities.
    - Send event notices to members, potential members and elected Republican officials.
    - Send list of Republican Women volunteer opportunities via email. Include contact info for person heading the committee.
    - Update membership data via email.
    - Send information on local issues to members.
    - Send information on early voting/absentee dates and election dates, as well as where to vote.
    - Ask members for help on projects. CALL THEM! Don't wait for them to call you!
  - Review Spotlight membership events. Welcome new members by listing names in the newsletter. Provide a clip out membership form.
  - Review Membership Information on the NFRW Membership Website.
  - Give membership report at each club meeting.
  - Introduce new members in attendance at meetings. Remember important rule that new members should not be left alone. Establish a special "hospitality" committee for new members to sit with designated member for each meeting.
  - Introduce prospective members at meeting. Colored name tags for guests help members identify guests.
  - Place membership forms on tables at each meeting.
  - Request NFRW Membership Mentor to share ideas for Membership Recruitment. Contact NFRW Membership Committee. [www.nfrw.org](http://www.nfrw.org)

## MEMBER RETENTION STARTS AS SOON AS THEY JOIN

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- Send a membership card and a Welcome Packet to new members! Membership cards can be downloaded from NFRW Website. If you have trouble downloading membership cards, contact NFRW.
- Email a Welcome Packet to new member. Include letter from local club president, club program, ways to get involved, committees and committee chairmen's contact information.
- Get new members appointed to a committee so that they will get involved with the club.
- Send follow-up notes to new members, newly renewed members, Young Republican Women, and members who have recruited new members
- Follow up with a reminder notice using email when due date approaches.
- Make reminder phone calls after the follow up notice to those who have not responded. (Use old membership rosters)
- Renew all club officers and board members. Must have dues paid to serve on the board.
- Send a "we miss you" note.
- Use the old membership rosters from former years to identify former members who dropped their membership. These are available to the club president on the NFRW website.
- Honor charter members. Collect photos of charter member and club photos from the past. Compile a power point presentation with photos. "Honoring the Past...Anticipating the Future." Present Certificates of Appreciation to each charter member. Present deceased members' certificates to family members.
- Honor past presidents at a meeting. Present Certificate of Appreciation.

# **SAMPLE MEMBERSHIP DOCUMENTS**

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The NFRW Membership Committee has compiled these Sample Membership letters for you to adopt or adapt for your club. These forms are located in the digital library on the NFRW web site at [www.nfrw.org](http://www.nfrw.org). Select the Member Site and after logging in you can select the digital library where the files will be located.

We hope you find this collection of sample documents to be useful. Please feel free to forward other examples you have to add to our collection.

# NFRW SAMPLE MEMBERSHIP CALENDAR

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## JANUARY

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1. Prepare renewal reminders. Collect for email addresses to improve efficiency in communication efforts. Include membership information in all newsletters and 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 downloading and easy printing. Be sure all Club members have brochures to give to prospective members whenever an opportunity presents itself.
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 your 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) Patriotic women’s organizations
  - g) Voter Vault
  - h) Election Day Republican poll workers (get from Election Board/County Clerk)
  - i) Residents with Republican campaign signs in yard
6. Review membership lists from previous years. Locate names of members that dropped their membership. Send personal note inviting them to renew their membership.
7. Start planning your Membership event – create a membership theme, i.e. “Find Your Voice....Change the World!” Members have three voices with their membership: voice on local level, voice on state level and a voice on the national level.
8. Develop a membership contest and announce to your Club members.
9. Have membership applications available and visible at every meeting.
10. Start finalizing your Program calendar.
11. Create a Letter Campaign. (See Sample Letter Format)

## FEBRUARY

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1. Send a “WANTED – We are missing you” bulletin/newsletter to members who have not paid their dues. Personalize the heading with the member’s name, i.e. (Club name) missing (member name). The body of the bulletin would look like a newsletter with comprehensive membership information. It could include articles featuring a list of members that already have renewed their dues and upcoming programs. Also include a paragraph on ways to volunteer and get involved. Be sure to have a tear off section for the member to return with payment of renewal dues. (Sample attached.)
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 or a Club member 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 and sent a membership form.
5. Encourage members to bring guests to a meeting. Have President or Membership Chair send a personal Thank You for attending meeting and enclose a membership brochure.
6. Prepare a handout at your meeting for each member. Head the columns for family, friends, church members, business associates, neighbors, etc. Have each member take 5 minutes and write down names under each column. Have the membership committee collect the lists and cross reference names, review with voter registrations and send invitations to a meeting as well as a membership application. (Sample attached.)
7. Call members to remind them that the Club Membership Directory is getting ready to be printed. Want to make sure that their name is included. Dues had not been received and want to make sure they are listed in the Membership Directory.

## MARCH

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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 Membership Legacy awards and achievement award points given 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 Advocacy Day on Capitol Hill. Make it a fun trip with lots of members attending.

## APRIL

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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. Personal calls by the Treasurer or Chair to 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. Use your Voter Vault list. Include a letter informing them of your Club and the Federation.

## MAY

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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 and out of date.
3. Prepare a program to honor all Veterans.
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

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1. Are you registering voters? Send a bulletin to newly registered voters 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. Host a Welcome Coffee/Lunch/Tea for all NEW members who have joined since January. Consider hosting event in a member's home. Include all board members and committee chairs so new members can become better acquainted with the committees and opportunities available. Have a sign up sheet for volunteers. Be sure to ask for email address! Offer door prizes. Ask everyone to bring a guest.

## JULY

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1. Host a picnic. Coordinate a voter registration drive. Be sure to register new voters and change of party voters (if your State registers by Party). Handout club membership forms. Invite elected Republican officials to speak. Keep a list of all voters registered at event and at other events such as your County fair. Place names on prospective membership list.
2. Have lots of red/white/blue events and decorations at your meeting.
3. Host a picnic that offers reduced mid-year membership dues to new ladies who join at the event. Invite your elected Republicans to speak/attend. This offer of reduced dues would only be available to ladies who join at the picnic or event. Include a voter registration drive.
4. Attend New Citizen swearing in ceremonies to register voters and recruit new members for the Club. Give American Flags to each honoree with note from club.
5. If your state registers by Party, continue sending bulletins/newsletters to registered Republican women in your community. Use Voter Vault list.

## AUGUST

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1. Make sure you are inviting 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. if the speaker is an author – members receive a signed copy of the book; new members have their membership dues paid). Sell raffle tickets and charge more for at door tickets to create additional funding.
3. Prepare a handout at your meeting for each member. Head the columns for family, friends, church members, business associates, neighbors, etc. Have each member take 5 minutes and write down names under each column. Have the membership committee collect the lists and cross reference names, review with voter registrations and send invitations to a meeting as well as a membership application.

## SEPTEMBER

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1. Hold a pre-election meeting or a “Back in the Swing” meeting in off-election years. Send a special invitation to all new members for 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. Prepare a Press Release on event for the media.

## OCTOBER

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1. In an election year, sign up all headquarters’ and precinct workers. Remember, men can become associate members, and they love being included.
2. Walk precincts wearing your Club pin or “Ask Me About My Republican Club” (can be purchased from [www.buttonsonline.com](http://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” or “Find Your Voice...Change the World.” Just add contact information. Your membership will soar and give you a head start on next year!
4. Start working on the Program calendar for next year. Putting in your requests early will increase your chances of securing the speakers you want when you want them.

## NOVEMBER

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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 Membership Report for the New Year.
2. Honor charter members, long time members and past presidents. Collect photos of charter members – include old photographs of club events from years past – and put together a Power Point, poster board or similar presentation. Encourage these honored members to invite family members to the meeting. Present your outstanding leaders with a “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 become Associate Members. Assure the officials this will be their most important investment in their own success!
4. Be sure to send renewal notices. Include your bulletin/newsletter. Put next year’s Membership Chairman’s or Club Treasurer’s address for members to mail their checks.

5. When sending the membership renewal form, Membership Chairman could print member's information on the form. This might increase the likelihood of it being returned quickly.
6. Participate in Veteran's Day events. If there is a local parade, consider being in the parade with your "Republican Women Support Our Troops" signs. Invite Republican officeholders to join you. If you cannot be a part of the parade, then stand as a group along the parade route and wave your "Republican Women Support Our Troops" signs. Be sure to have Club brochures and membership applications available.

## **DECEMBER**

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1. If your club has a festive holiday meeting, be sure to invite prospective members. They can join 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 organization.
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 all over again!!! Membership is a yearlong project!!!!

# RETENTION EXAMPLES

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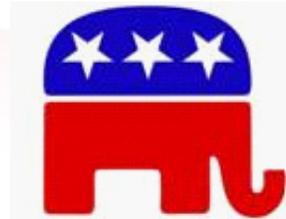
## SAMPLE RENEWAL LETTER 1

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December 28, 20\_\_

Dear Members of XYZ Republican Women,

It is time to renew your membership for 20\_\_. With such an exciting election year, you can be sure that we will have informative speakers at our monthly meetings!



Please mail your membership renewal check for \$\_\_\_\_ made out to XYZ Republican Women and the enclosed card to:

Name of Club Treasurer  
Address  
City, Town Zip Code

If your contact information is the same, you only need to put your name on the enclosed card then write “same” in the contact information space. If you need me to make a change, please provide your new contact information so that our 2021 Membership Directory will be current. Do not forget to give us your email if you have a new one or if it has changed!

Thanks for helping me do my job. I am your volunteer membership chairman and my goal is to achieve 100% renewal then to work toward each of us recruiting just one new member! That would make our voice stronger on the local, state and national levels!

Associate Memberships are \$15.00. Don’t forget to sign up your husband/son/grandson!!!  
Membership Chairman’s Name  
XYZ Republican Women 2nd Vice President (Title)  
Membership Chairman (Title)

SAVE THE DATE!! Make plans to attend XYZ Republican Women’s meeting on \_\_\_\_\_ at the \_\_\_\_\_ Restaurant! Social begins at 11:30 am. with meeting at noon. Installation of Officers!  
\_\_\_\_\_ will serve as guest speaker! Call Club President (Telephone number) or Club Member (Member’s Telephone Number) to make reservation or email that you plan to attend!

### 20\_\_ XYZ Republican Women Officers

Name, President	Name, Corresponding Secretary
Name, 1st Vice-President	Name, Treasurer
Name, 2nd Vice-President	Name, Parliamentarian
Name, Recording Secretary	

**SAMPLE RENEWAL LETTER 2**

**2021 Membership Renewal  
Generic Republican Women, Federated**

54321 Capitol Avenue, Anytown, USA 55555  
membership@republicanwomen.org | (555) 555-1212



Renewing Member  
1212 Main Street  
Anytown, USA 55555

www.yourwebsiteaddress.org

**WE WANT YOU!!**

**Don't miss your chance to be in the 2021 roster by renewing your membership now!**

Yes! Please renew my membership in Generic Republican Women, Federated.  
Enclosed is my check for \$30.00.

My information below is correct.

Here is my updated contact information.

1212 Main Street  
Anytown, USA 55555  
Phone: (555) 555-1212  
Email: email@republicanwomen.net

No thank you. I won't be renewing my membership because:



## **We Miss You, (Member Name)**

You are such a valuable asset to our club! We miss you! Your input and participation are valuable to us! If you send your dues quickly, you will continue to receive the newsletters and important information you have come to depend upon.

**(LOCAL CLUB) REPUBLICAN WOMEN**

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### ***Article on your next meeting/event here. Include:***

When

Where

How much (if applicable)

Name of speaker(s)

Major business to be addressed

Name of hostess

An article/letter from the club president here on: your activities, your events, meetings, political

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### ***From Our President***

Major business to be addressed

Name of hostess

An article/letter from the club president here on: your activities, your events, meetings, political, etc.



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### ***Upcoming Events:***

Next local meeting or event

Next state meeting or event

Next national meeting or event

Holidays

## SAMPLE MEMBERSHIP INSERT CARD

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This card is to accompany the MEMBERSHIP RENEWAL LETTER!

### XYZ REPUBLICAN WOMEN

Member      \$38    Renewal \_\_\_\_\_    New \_\_\_\_\_    Year \_\_\_\_\_

Associate      \$15    Name \_\_\_\_\_

Enclose this form with check payable to XYZ Republican Women

Mail to:    Name of Treasurer  
              Address of Treasurer  
              City, State and Zip Code of Treasurer

PLEASE PRINT

Circle one:    Dr., Mr., Mrs., Ms., Miss

Name \_\_\_\_\_

Spouse's name (optional) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_                      State \_\_\_\_\_                      Zip \_\_\_\_\_

Phone \_\_\_\_\_                      E-mail \_\_\_\_\_

*Please remit renewal membership check with this form.*

# RECRUITMENT SAMPLES

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## LOCAL CLUB BROCHURE TEMPLATE

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NFRW Membership Committee has designed a Tri-fold Local Club Brochure which serves as a professional membership brochure to handout to prospective members. Brochure can be utilized by any club in the nation.

- Go to NFRW Membership Website to download the NFRW Local Club brochure.
- Information can be easily changed to fit the needs of your local club. Local club name and address can also be added to the cover of the NFRW Tri-fold Club Brochure.
- Information printed in GREEN can be changed to fit the mission of your club, amount of your local dues, where to send dues, etc.
- Brochure can be printed on computer printer. The quality of the brochure will be enhanced with higher quality paper of heavier weight. Information can also to Kinkos, FedEx Office to be printed with a more polished look.

Membership Brochure Template is available at [www.nfrw.org](http://www.nfrw.org)

Select the Membership Center --- Membership Resources

# SAMPLE MEMBERSHIP APPLICATION 1

## XYZ Republican Women Membership Application

Name \_\_\_\_\_ Date \_\_\_\_\_

Mailing Address \_\_\_\_\_

City & State \_\_\_\_\_ ZIP \_\_\_\_\_

Home Phone \_\_\_\_\_ Work \_\_\_\_\_ Cell \_\_\_\_\_

E-MAIL \_\_\_\_\_

(Please print e-mail clearly and notify us of changes. This is our preferred means of communication.)

Application Type New \_\_\_\_\_ Renewal \_\_\_\_\_ Annuals Dues \_\_\_\_\_ Member (\$XX) \_\_\_\_\_ \*Associate (\$XX) (Home Club \_\_\_\_\_)

\*Women with active membership in another Federated RW club and Republican men

**Suggestions for your Application:** Add options such as Name Tag (cost), Directory (cost). Some clubs have "Patron" category: Members who wish to contribute or give more than the member dues.

TOTAL ENCLOSED \$ \_\_\_\_\_ Check # \_\_\_\_\_ Cash \_\_\_\_\_

I am a registered REPUBLICAN and I will support Republican ideals and encourage loyalty to the Republican Party.

Signature: \_\_\_\_\_

How did you find us? Referred by: \_\_\_\_\_

### COMMITTEES/INTERESTS: Please indicate the area(s) in which you have an interest!

\_\_\_\_\_ Literacy \_\_\_\_\_ Campaign Activities \_\_\_\_\_ Community Outreach/ Service

\_\_\_\_\_ Fundraising \_\_\_\_\_ Legislative \_\_\_\_\_ Hospitality \_\_\_\_\_ Membership

\_\_\_\_\_ Publicity/Media \_\_\_\_\_ Caring for America (Support Troops)

\_\_\_\_\_ **I can help where needed.**

Special talents (graphics design, website, database, editing, writing, etc.) \_\_\_\_\_

Issues that concern you \_\_\_\_\_

**For More Information** Contact: \_\_\_\_\_ phone \_\_\_\_\_

Email \_\_\_\_\_ Club Website: \_\_\_\_\_

Please complete this application and return with your check made to "XYZRW".

**Mail to:**

# NEW MEMBER SAMPLE MEMBERSHIP FORM 2

## XYZ Republican Women, Federated 2021 Membership Form

Join online at [xyzrwf.org](http://xyzrwf.org)

NAME

EMAIL

ADDRESS

HOME PHONE

CITY

STATE

ZIP

WORK PHONE

BIRTHDAY

MEMBER SINCE

SPONSOR

OCCUPATION \*

EMPLOYER \*

\* These fields are legally required for the reporting of PAC donations

### I WANT TO VOLUNTEER!

- Americanism
- Awards
- Bulletin Editor
- Bulletin Circulation
- Central Com. Liaison
- Chaplain
- Community Affairs
- Education
- GOTV/Registration
- Historian
- Hospitality
- Internet Advisor
- Legislation
- Membership
  - Women in Business
  - Republican Moms
  - Legislative Staff Women
  - Working Women
  - College Women
- Membership Orientation
- Military Liaison
- Program
- Publicity
- Reservations
- Special Events
- Ways & Means

### I WANT TO JOIN!

- Regular Member - \$\_\_\_\_\_**  
*I am registered to vote as a Republican woman over the age of 18.*
- Renewing Member - \$\_\_\_\_\_**  
*I was a paying member of XYZRWF last year.*
- Affiliate Member - \$\_\_\_\_\_**  
*I am registered to vote as a Republican man over the age of 18.*
- Associate - \$\_\_\_\_\_**  
*I am a Republican woman that is already part of another RWF club (club name \_\_\_\_\_)*

Membership Total \$

I want to Donate to help  
XYZRWF in their Mission \$

Total Due \$

Mail to: Membership Chair  
555 Main Street, Any Town, USA 55555

## LETTER CAMPAIGN

- Make a Prospective Membership List (Sample Prospective Member Form attached.)
- Write a Personal Membership Note to Invite New Members
- Tell about club activities and upcoming events.
- Insert Tri-fold NFRW Local Club Brochure with Membership Form (See Sample Tri-fold NFRW Local Club Brochure with Membership Form printed inside!)
- Personalize the letter with name of prospective member
- Send one personal letter per night or three per week to invite prospective members.

## SAMPLE LETTER MAILED TO PROSPECTIVE MEMBER

XYZ Republican Women  
300 Tallowood Drive  
Franklin, Louisiana 70538

Date

Dear \_\_\_\_\_,

I would like to personally invite you to become a member of XYZ Republican Women. We have been doing such exciting things to help elect Republican Candidates during the past month! It is also the goal of our club to inform women about local issues as well as encouraging them to run for office.

Our next meeting will be on \_\_\_\_\_ at \_\_\_\_\_. We will honor Jackie Poole, recipient of the Lady Bird Johnson Keep America National Award. "Don't Throw Trash! Throw Cash!" will be the theme for our meeting to help establish the Keep St. Mary Parish Beautiful Project. More information will be forthcoming on this event!!!

Our last meeting was fabulous. Nearly 100 people came to hear State Treasurer John Kennedy and Sammy Kershaw, candidate for Lieutenant Governor. We also collected over \$800 for our Operation We Care Project that will provide phone cards to all Louisiana soldiers in Iraq and Afghanistan so that they can call home for Christmas! Our goal is to raise \$1842.00.

We would love for you to join us! I feel sure that you will enjoy it, as much as I have. We would be honored to have you as a member of the Franklin Republican Women.

With warmest regards,

Club President

XYZ Republican Women

(Note: Be sure to enclose a membership form in the letter!!!)

## PERSONAL PROSPECTIVE MEMBERSHIP LIST

**Fast Five** - Take 5 minutes. Write down 5 ladies you know in each category that are not current club members. If you have an address or email address, please include.

### My Family

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### My Friends

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### My Church Members

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### My Business Associates

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### My Neighbors

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### Others

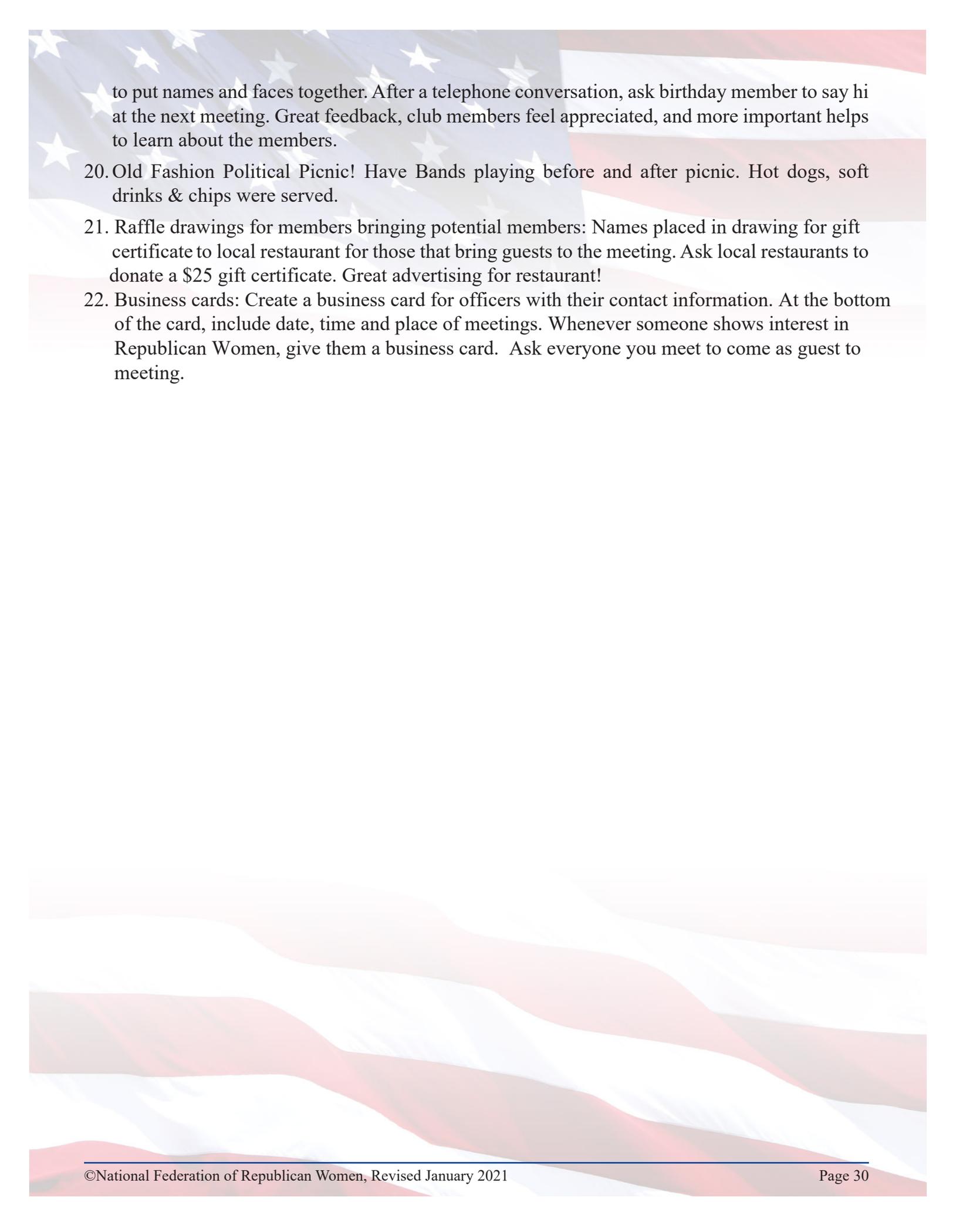
1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

*Please return to the Membership Committee. List will be reviewed for duplications.  
Invitations will be sent to prospective members inviting them to the next meeting!*

## IDEAS TO SPARK MEMBERSHIP

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1. Place a small ad in the newspaper. “Wanted: Republican Women.” Be sure to put telephone contact in the ad.
2. Members drive their neighborhoods during campaign time. Write down the addresses with Republican signs in their yards. Invite these residents to join us!!!!
3. Walk neighborhoods for candidates. If you experience any interest shown by the resident for Republicans, give them a club brochure. Invite to club meeting!
4. All current members carry membership brochure with them. Hand out at church meetings, political rallies, social gatherings, etc.
5. Monthly postcard can be online postcard at no cost! Send meeting announcement to local press: television, radio, and newspaper.
6. Be more visible. March in parades, set up a booth at fairs and festivals, etc. Order a banner for your club. It can be carried in parades and hung in tents at the fairs or on tables. More visibility means more members!!!!
7. Have a Suggestion Box.
8. Calendar of future Speakers Available at Registration Desk
9. Invite state and local elected officials to have sign up booths for volunteers. Members bring guests. Membership forms available for potential new members to join club!
10. Hold Appreciation Dinner for Elected Officials. Pre meeting meal cooked by members to honor service of elected Republican Officials. Express appreciation for a job well done. Each became a true supporter of the club.
11. Membership forms on Registration Table. Save Meeting Registration List from each meeting and make potential member list. Ask for email addresses.
12. Create a logo for club. Hang a Club logo sign for each meeting.
13. Invite Media to Meeting. Have a prepared press release for media attending the meeting.
14. Have an annual membership drive. Event is fun and out of the box.
15. Offer “member-only” events to increased numbers!
16. Recruit elected Republican women to belong to a Club! (We also snag the elected men for Associate members!!)
17. Create survey to determine successful club membership programs. Include this information on the Membership Recruitment Tip Sheet.
18. The only way for our organization to stay strong and grow is through our members. Now, perhaps more than ever, it is imperative that we gather all Republican women together to make our voices stronger!!!
19. Birthday Cards to Members (Retention): Birthday cards makes members feel appreciated. Obtain a calendar and place member’s names on birth dates. To save on stamps, call members on their birthdays. Ask for concerns and suggestions for club. Club grew fast and made it hard

The background of the page is a stylized, semi-transparent American flag. The stars are in the upper left corner, and the stripes extend across the top and down the right side. The text is overlaid on this background.

to put names and faces together. After a telephone conversation, ask birthday member to say hi at the next meeting. Great feedback, club members feel appreciated, and more important helps to learn about the members.

20. Old Fashion Political Picnic! Have Bands playing before and after picnic. Hot dogs, soft drinks & chips were served.
21. Raffle drawings for members bringing potential members: Names placed in drawing for gift certificate to local restaurant for those that bring guests to the meeting. Ask local restaurants to donate a \$25 gift certificate. Great advertising for restaurant!
22. Business cards: Create a business card for officers with their contact information. At the bottom of the card, include date, time and place of meetings. Whenever someone shows interest in Republican Women, give them a business card. Ask everyone you meet to come as guest to meeting.

# IDEAS FOR MEMBERSHIP RETENTION!

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## 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 & 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 in 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.

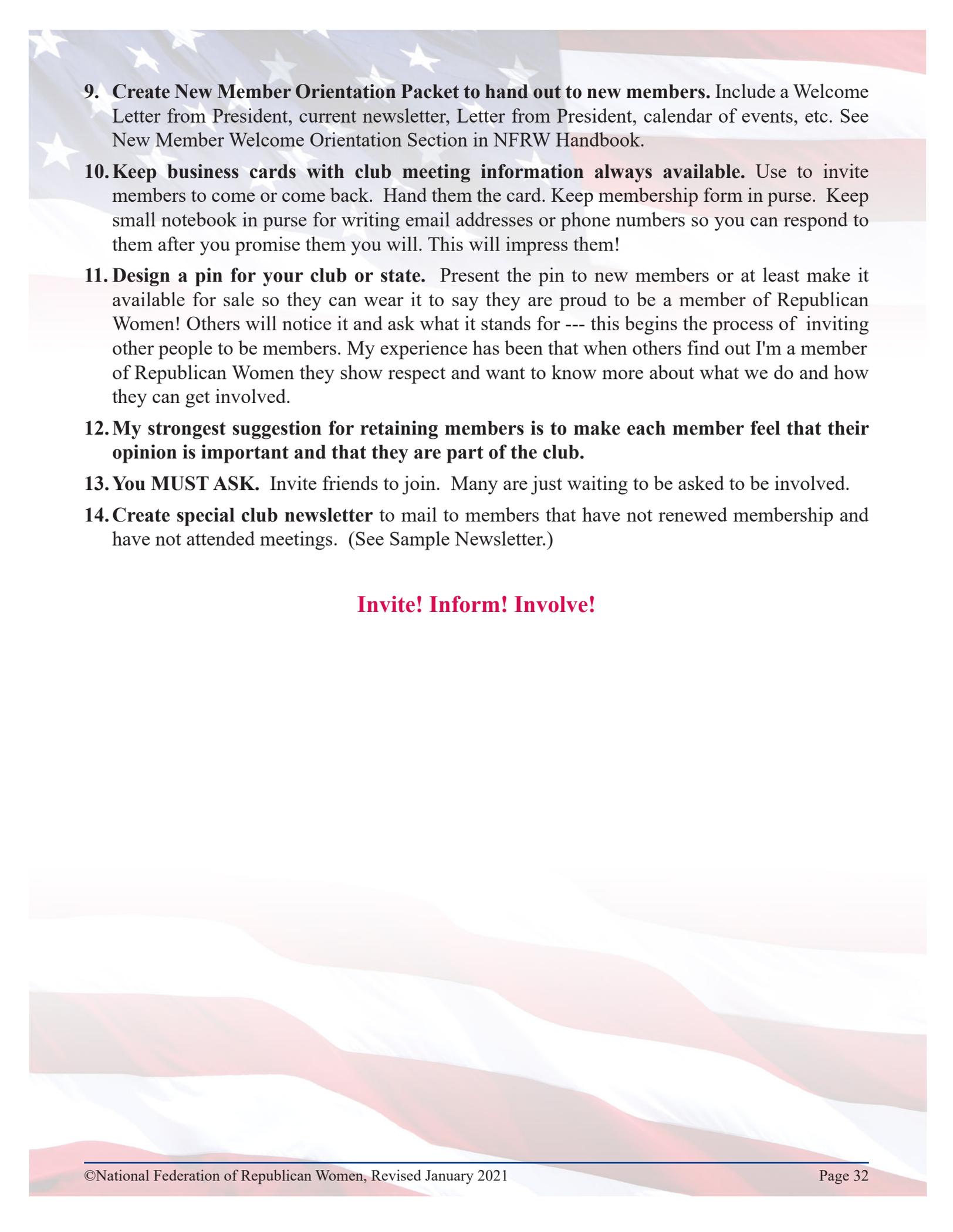
5. **Review old membership lists.** Keep track of “old” members who have not renewed dues or dropped out. Call to invite back. Ask why. Listen to concerns. Do something about it. Be sincere. If they do rejoin, continue to check with them to see if their needs are met.

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

- Educate members in current events and current issues.
- Day at the Legislature should be a highlight of the year.
- Attend NFRW Legislative Day in Washington, D.C.
- Invite local and state candidates to speak to your club.

7. **Keep members abreast of issues.** Answer their concerns.

8. **Offer programs they could get no other place else at this price!** Examples: Governor or candidates, Congressional Delegation, Republican National Committeeman and Woman. (If state party brings a speaker to your state perhaps you can also book the speaker for your club and not have to pay the entire bill. Being able to see a high profile Republican will make members want to get involved and stay involved.)

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9. **Create New Member Orientation Packet to hand out to new members.** Include a Welcome Letter from President, current newsletter, Letter from President, calendar of events, etc. See New Member Welcome Orientation Section in NFRW Handbook.
  10. **Keep business cards with club meeting information always available.** Use to invite members to come or come back. Hand them the card. Keep membership form in purse. Keep small notebook in purse for writing email addresses or phone numbers so you can respond to them after you promise them you will. This will impress them!
  11. **Design a pin for your club or state.** Present the pin to new members or at least make it available for sale so they can wear it to say they are proud to be a member of Republican Women! Others will notice it and ask what it stands for --- this begins the process of inviting other people to be members. My experience has been that when others find out I'm a member of Republican Women they show respect and want to know more about what we do and how they can get involved.
  12. **My strongest suggestion for retaining members is to make each member feel that their opinion is important and that they are part of the club.**
  13. **You MUST ASK.** Invite friends to join. Many are just waiting to be asked to be involved.
  14. **Create special club newsletter** to mail to members that have not renewed membership and have not attended meetings. (See Sample Newsletter.)

**Invite! Inform! Involve!**

# IDEAS TO RECRUIT YOUNG REPUBLICAN WOMEN

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- 1. Recruit Young Republican Women!** The best place to find Young Republican Women are family members. Consider sponsoring a membership for your daughter, granddaughter, or niece. Be sure to include email address of Young Republican Women in order to receive the NFRW Capitol Connection spotlighting issues. Liberal college professors and media give liberal views on issues.
- 2. Create a Young Republican Women’s Membership Event.** Example: “Sassy Sandals and Summer Slushes.” Invite Young Republican Women to enjoy summer drinks in casual atmosphere. Invite state or national officer to talk to young women. Invite a younger officer that would relate to the professional young women. Host event after work. Invite family members. Invite professional working young women.
- 3. Introduce** Young Republican Women attending meetings.
- 4. Consider an Outstanding Young Republican Woman Award** to recognize outstanding achievement of an outstanding woman.
- 5. Sponsor college Republican women** to attend club meetings. “Coffee Cup for College Republicans” can be passed around during meeting to collect change from members to pay for meals of young guests. Some members might serve as sponsors for this special project.
- 6. Create a “Young Republican Woman Literacy Grant.”** Young Republican Women educators can submit application for mini grant (\$50 or more) to fund special classroom event or project. Young Republican Women applicants must be member of the club. Award literacy grant at meeting. Invite the media to take a photo or submit photo with press release to newspaper.
- 7. Donate a Mamie Eisenhower Library Book** to a classroom or school library to honor Young Republican educator. Submit photo for newspaper with news release.
- 8. Create exciting programs!** Spotlight issues for programs as well as invite candidates and elected Republican officials to be guest speakers. Exciting programs energize members. Energized members will get involved!
- 9. Network** with existing Young Republicans at college or university located nearby. Help them grow.

# CREATE A MEMBERSHIP CHALLENGE

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## CREATE A STATE FEDERATION MEMBERSHIP CHALLENGE

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1. Set a membership goal for state federation.
2. Meet with club presidents and treasurers to help set state federation membership goal.
3. Challenge local club presidents to set club membership goal.
4. Contact local club presidents on a regular basis regarding membership. Create checks and balance for membership reporting. Make sure treasurers are sending in membership information. Request treasurer send membership report to club president.
5. Create a state incentive for club with highest increase of membership.
6. One State Federation gave a pearl necklace and earring set as membership incentive to presidents with determined membership percentage increase!
7. Create State Federation Membership Challenge. Challenge Your Clubs!

### **Key Membership Challenge! Unlock Your Potential!**

- Brass Key Award: 10% increase & 1 Young Republican Woman members
- Silver Key Award: 25% increase and 2 Young Republican Women members
- Gold Key Award: 50% increase and 4 Young Republican Women members
- Winner's Circle 100% increase and 5 Young Republican Women members

### **Create Elephant Stampede Membership Challenge:**

- Pink Elephant: 10% Membership Increase
- Silver Elephant: 25% Membership Increase
- Gold Elephant: 50% Membership Increase
- Bejeweled Elephant: 100% Membership Increase

*Invite! Inform! Involve!*

## **CREATE A CLUB MEMBERSHIP CHALLENGE**

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1. Set a membership goal for the club.
2. Meet with Board to help set membership goal.
3. Challenge members to recruit members to meet the membership goal.
4. Hold a Sponsorship Contest that rewards members for bringing in new members.
5. Report on progress of membership and contests at every meeting and in every newsletter.
6. Contest ideas:
  - Give a an award to the top recruiter..Republican Tokens, opportunity tickets, event discounts, special seating, name in newsletter etc.
  - Give a safety pin to everyone who recruits 5 members and then add charms as they sponsor new members.
7. Give a state or National Federation Pin as membership incentive to members with determined membership sponsorships!
8. Hold a recruitment contest around the local fair, or event.

***Invite! Inform! Involve!***

