

20 Membership Tips for 2020

Missouri Federation of Republican Women

1. Ask, Ask, Ask, Ask, Ask, Ask, Ask, Ask, Ask, Ask and Ask!
2. Design a colorful club brochure and give it to prospective members. Make sure it contains a fill-in-the-blank membership form.
3. Have a sign-in book for guests attending your meetings. Later, send each guest a "thank you" card and invite them back to another meeting.
4. Offer to pick up prospective members and drive them to meetings.
5. Match up prospective members with club members to tell them about the club.
6. Plan a club membership-building contest with great prizes.
7. Have fun meetings! Keep business to a minimum or skip over it sometimes.
8. Have club business cards listing meeting dates, time and location.
9. Follow up with prospective members and encourage them to join.
10. Give members a club logo name badge to be worn whenever possible.
11. Get feedback from guests after meetings and use it to make improvements.
12. Have a formal new-member induction ceremony. It makes them feel more important and it will impress guests who are thinking of joining the club.
13. Make a list of the best things about your club. These are the "features and benefits" that can be used when recruiting new members.
14. Start your meetings right on time, but end them as early as possible. People will only sit still and pay attention for a limited amount of time.
15. Develop a list of potential members and ask several members to contact them.
16. Have "Guest Night" meetings where each member can bring guests.
17. Have enough club newsletters each month to give to potential members.
18. Have a prize drawing each month for members who bring a guest to meetings. Give a duplicate prize to the guest if she joins the club.
19. Have a "Greeter" stationed at the entrance of the meetings to make sure everyone gets a friendly welcome.
20. Look for ways to get an ad, interview or article in newsletters of schools, hospitals, community organizations and businesses in your area.

Go to www.mofrw.org and www.nfrw.org for more Membership Ideas

Thank you



You're a member of the National Federation of Republican Women

- 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 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.

There's a Place for You at Our Table

Founded in 1938, the National Federation of Republican Women is one of the largest women's political organizations in the country with tens of thousands of active members across the nation.

We empower women from all backgrounds in the political process and provide a forum for women to serve as leaders in the political, government and civic arenas. We work to promote the principles, objectives and policies of the Republican Party; elect Republican candidates; inform the public through political education and activity; and, increase the effectiveness of women in the cause of good government.