

OFRW

Membership Challenge Workshop

April 23, 2016

Challenge 1:

Rural County with 3-4 towns with an uncooperative county chair.

- Arrange a free meet & greet
- Township Hall debates
- Obtain list of registered voters from Board of Elections
- Contact central committee women
- Contact spouses of elected officials
- Place signs in local businesses
- Participate in local events
 - CC classes
 - Parades
 - County Fairs & Festivals
- Assist with fundraisers
- Utilize Social Media
- Obtain assistance from the OFRW/RNC/ORP/NFRW

Challenge 2:

Urban County with a large city predominantly Democratic and a weak County Chair.

- Educate the community on what the party stands for
- Network with other counties that are geographically close
- Participate in local events
 - Parades
 - County Fairs & Festivals
 - Recruit thru community groups
 - Outreach to students via civic and government classes
 - Utilize Social media
 - Robo calls educating on issues etc

Challenge 3:

County with 2 to 3 inactive clubs with no intention of working together.

- Meet with those members willing to discuss the current situation to open the lines of communications
- Listen
- Formulate corrective action plan
- Implement action plan
- Follow up
- Be Supportive
- Have some wine!

Challenge 4:

In order to be a strong vital organization we need members of all age groups. How do we appeal to women under 50?

- Utilize Social Media
- Change approach
- Change meeting times and location
- Provide speakers that appeal to your audience
- Offer family oriented events
- Provide a member/mentor program
- Change perception of “old ways”
- Provide volunteer efforts within the community

Challenge 5:

Options to re-energize a club

- Make it fun
- Give the members a reason to come
- Provide some social events i.e. theater, shopping, wine tastings
- Provide speakers
- Provide volunteering opportunities
- Vary meetings both time and locations
- Ask the members what they want
- Educate the community about your club. What we do and who we are
- Provide childcare

Challenge 6:

Starting a New Club

- Contact OFRW president to assist
- Get your community officials to speak at meetings
- Pick up non OFRW clubs
- Develop core group of 10 women
- Complete all OFRW paperwork and steps (See New Club on the OFRW site)
- Name & elect officers
- Have a party to celebrate the club. Challenge the members to bring a buddy
- Utilize media and Social media to announce events