

Membership and the OFRW's Mission

Grow our membership by encouraging all Republican Women to become
Involved, Informed and In-Action

New Realities for Membership

- 🍷 Demographic Shift
 - 🇺🇸 Every 8 seconds someone will turn 65 from now until 2030.
 - 🇺🇸 New generations are looking for involvement rather than associations
- 🍷 Economic Changes
 - 🇺🇸 Why join?? Am I getting value from my dues?
- 🍷 Technological Advancements
 - 🇺🇸 Provide access to information using all technical tools
 - 🇺🇸 We are no longer the only source of political and campaign data

We Need to Tell Our Story

- 🍷 Develop a marketing toolbox with items such as;
 - 🇺🇸 Posters
 - 🇺🇸 Cards
 - 🇺🇸 Brochures
 - 🇺🇸 Internet Website
 - 🇺🇸 Social Media
- 🍷 Utilize multiple venues such as County Fairs & festivals to get our message out

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Membership Alternatives

- Traditional Clubs
- New Club Styles

Membership & Today's Technology

- To encourage future membership, we need to continue to expand our use of the internet and social media
- Social media can be used as a tease to drive prospective members
- Social media can increase member involvement and engagement
- Social Media is a requirement for the younger generations to be involved and engaged.
- We could expand our use into Instagram, Google Hangout and You Tube.
- Technology and Social Media will provide unlimited means of member communication

2016 Membership Contest

- Club with highest % of increase in membership from Nov1-April 1
- Clubs will be categorized as Small, Medium & Large.
- A winner from each club size group will win a Visa Gift card
- Grand Prize is a lunch with Ohio Auditor Dave Yost and his wife Darlene