



**National Federation of Republican Women
NFRW Membership Committee**

Ideas to Spark Membership Retention

*By Elaine Miller
NFRW Membership Chair*

Assign a 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.

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.

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.

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.

Keep track of “old” members who have dropped out and ask why.

Listen to their concerns and do something about it. Be sincere about this. If they do rejoin continue to check with them to see if their needs are met.

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

- * Educate members in current events.
- * A visit to the legislature should be a highlight of the year.
- * Will want to be members to participate in events.
- * Keep them abreast of issues and answer their concerns.

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.)

Create orientation packets to hand out to new members.

Include a copy of the bylaws, calendar of events, purpose of National Federation of Republican Women, State Federation and local club. Include current newsletter.

Keep business cards with information about your club always available.

Use to invite members to come or come back. Just hand them the card. Keep membership form in purse. Also keep small notebook in your purse for writing email addresses or phone numbers so you can respond to them after you promise them you will. This will impress them.

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.

Make each member feel her opinion is important and that she is part of the club.

This is my strongest suggestion for retaining members.

Invite friends to join.

Many are just waiting to be asked to be involved.