**AGM 2014 Membership Workshop: Case Studies**

**Case Study #1 (Recruitment of non-degreed members**):

The Club has been struggling to recruit and maintain membership. Everyone in this Club holds a university degree. The aging membership has resulted in loss of members and difficulties in membership being able to actively participate in operating the Club and Club activities. Club members feel they will gradually see a decline to the point of extinction. Recently the Club has discussed the option encouraged by CFUW to include non-degreed members but are uncertain how to encourage these members to join CFUW.

Question: How can non-degreed members be attracted to CFUW?

Discussion points:

1. What other community organizations could be approached to attract non-degreed members?
2. Could more services (scholarships and participation in seminars, monthly programs etc) be offered to those in non-degreed training program facilities?
3. Could partnerships be established to work on Club activities with participants in non-degreed training programs and thus encourage membership?
4. What tools could be used to encourage non-degreed members to join? (Examples: website, advertising of monthly programs, promotion of CFUW, invitation card)

**Case Study #2 (Recruitment of younger members):**

The average Club member’s age is well above retirement age. Many members have belonged to CFUW for many years and have both developed new friendships there as well as encouraged their friends to join. The Club only meets during the day. The Club is seeing a big decline in the number of members actually able to participate in Club functions. They see the recruitment of younger members as a key strategy to keep this Club functioning but don’t know how to do this.

Question: How can younger members be attracted to CFUW?

Discussion points:

1. What could CFUW offer that would interest younger members to join? (Examples: Other interest groups, fundraising projects, option to work at national level, participation in seminars etc)
2. How and where could CFUW find younger members in the community?
3. Could a partnership be established on a common project with younger community members?
4. What tools could be used to encourage younger members to join? (Examples: website, advertising of monthly programs, promotion of CFUW, invitation card)
5. What age should they be looking for (target age)?

**Case 3: Retention**

The Club is well-established and the members are all good friends. At the opening meeting, women greet their old friends and sit down for a chat. Members save seats for their friends at regular meetings. The same women are often on the Executive and the committees; they know how things have always been run and often resent suggestions to change activities, etc.

The club gets some new members, but they rarely stay more than one year. In fact, even some longer-term members lose interest and leave.

Question: How can the Club hold on to the new members it recruits

Discussion Points:

1. How can the club make the newest members feel welcome?
2. How can you get the current members to know the new ones?
3. How can the club get new members interested & involved?
4. How can the club members feel valued and appreciated?

**Case 4: Publicity**

The club has been meeting for 30 years and the members are very comfortable working with each other. The club has a full Executive and enthusiastic members, but are not well known in the community. They meet in a church hall, and they have speakers at some meetings but their meetings are not open to the public. They don’t participate in community events or work with other groups. They have interest groups, but they are mostly full. Their activities focus on fundraising for their scholarships. The money is given to a local university to administer and award. They don’t have a Newsletter or a website. Members hear about Club activities at the meetings or via the phone committee. They get the occasional new member, who has heard about the club from a friend who is a member.

Question: How can they get the Club known to more women in the community.

Discussion points:

1. What other women’s organizations are there in the community? Could you work on a project with them?
2. Are there new people moving to the community, and are they young families or new retirees?
3. Are there community issues or activities some members of the club would like to be involved with
4. How can you cultivate good media relations & contacts?
5. How could you use the media to your club’s advantage (Ex: scholarship awards, community newspapers, activities, speakers, an event that you are known for)?
6. Are any meetings open to the public, and how can you advertise this? (Ex: open line radio shows. CBC TV)
7. Can you use social media such as FaceBook? Kijiji?

**Case 5: Club Image**

The club is well-established and has a solid core of members. They hold the same activities each year, and the members enjoy them. They hold an opening tea each September. All regular meetings are held during the day, since some older members don’t like to drive at night. They have a few Interest Groups, such as bridge, a book club, antiques. They do not involve themselves in community issues, and there is no Issues Group. They get new members by asking members to bring a friend to a meeting. Very few of the new members are any younger than their aging current members, and they usually don’t stay. Women who hear about them think they are a nice, stodgy group of older women for their mother or grandmother to join.

Question: How can they update their image to attract and keep new members.

Discussion Points:

1. What kind of programme to they have – speakers, activities, etc?
2. What kind of publicity material do they have?
3. Are any of their meetings open to the public?
4. How often do the try new interest groups?
5. Are there any other community groups they could partner with ?
6. How could they help older members attend evening meetings?
7. How can they reframe things without eliminating the parts that are good?

**Case 6: Kickstarting your Recruitment Campaign**

The Club has had a membership of 50+/- 5 for 10 years. Its members live in a city of about 100 000 and in the surrounding suburbs. They have many post secondary institutions with degreed and non-degreed programs, plus a vibrant arts community, industry, and many community groups for women of all ages and others for both men and women together. The media is supportive of good causes.

 Question: How can the Club hold a planned recruitment drive?

Discussion Points:

1.     How do you inspire the members to participate in planning this drive?

2.     What outside resources could be accessed in the planning process? (another group?)

3.     What community groups would be targeted for members?

4.     What Club activity is already know in the community and how could this be used in the campaign?

5.     What else would you include in this campaign?