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| **Successful membership strategies** | | **Recruit-ment** | **Reten-tion** |
| Sponsor seminars that include invited community groups | | √ | √ |
| Sponsor public forums such as International Women's Day events | | √ | √ |
| Hold an annual public event such as a Book Fair, Fashion Show, Art Show | | √ | √ |
| Have a public event such as a Persons Day breakfast/lunch/supper. Ex: Prince George had a Woman of the Year award event | | √ | √ |
| Have a Flash Mob on IWD | | √ |  |
| Hold a writing contest with newspaper | | √ |  |
| Write letters on public issues | | √ | √ |
| Hold a well-publicized CFUW open house | | √ |  |
| Develop club materials, e.g., brochures to promote membership | | √ |  |
| Have a potluck dinner open to all women, or another kind of food and beverage reception | | √ | √ |
| Approach other agencies for small group casual 'coffee conversations' | | √ |  |
| Talk it up - tell your friends how good your Club and CFUW are so they will want to join. | | √ |  |
| Guest Nights. Nanaimo has 2 meetings a year where they have members bring a friend. | | √ | √ |
| Invite scholarship winners and their mothers, sisters, etc to join. | | √ |  |
| Contact recently retired women | | √ |  |
| Contact women who have moved to your community and belonged to CFUW in their last place of residence | | √ |  |
| Connect with other agencies/ Contact local women's groups and invite them to meetings | | √ | √ |
| Monthly articles in the local newspaper | | √ |  |
| Advertise meetings in local newspapers | | √ |  |
| Have a table at Community Open House | | √ |  |
| Submit articles on members’ accomplishments to their alumni magazine | | √ | √ |
| Place ads in local university alumni magazines | | √ |  |
| Flyers in libraries, churches, Welcome Wagon, and local town literature listing club activities | | √ |  |
| Have a membership information card that shy members could use, or could put in libraries and such. | | √ |  |
| Women who join late in the year can have their fee cover the rest of this year and next year. | √ |  |
| Find the community’s concerns the Club could get involved in. A Club needs to find what they stand for in the community. Ex: St. John’s collects items for New Beginnings baskets for women leaving shelters. | | √ | √ |
| Partner with other groups on community activities. This is especially good for smaller clubs. | | √ | √ |
| Invite another community group to one of your activities or go to one of theirs. | | √ | √ |
| Violence Against Women idea: participate in the YWCA Rose campaign on their website. It automatically creates and sends a letter to your MP. Sign your name and “Member of CFUW xxxx” | | √ | √ |
| Put Scholarship information and application on the Club website | | √ |  |
| Have an up to date website | | √ | √ |
| Have a variety of Interest Groups | | √ | √ |
| Open meetings, especially with a high profile speaker | | √ | √ |
| An interesting Monthly program | | √ | √ |
| Have meetings at convenient times & places | | √ | √ |
| Small club conference calls | |  | √ |
| Have a new member buddy program | |  | √ |
| Encourage new members to be involved: join interest groups, be on the Executive, etc. | |  | √ |
| To help members get to know each other, break up into small groups at the end of the meeting to discuss a topic such as: What 3 things are on your bucket list, or What career would you choose if you were to start over. | |  | √ |
| Have some Saturday lunch meetings at lunch in bad weather months. | |  | √ |
| Offer a “need a ride” service to members with transportation problems | |  | √ |
| Circulate materials from National Office | |  | √ |
| To reach members who don’t come to meetings, try talking at the interest groups about some of the other club activities. | |  | √ |
| Let your volunteers know you appreciate them. Use thank you notes, certificates, etc. | |  | √ |
| Member recognition: have a dinner and/or presentation for long-time members (30, 40, 50 years), or for members who graduated in a specific decade (1940s, 1950s, etc) and talk about the women. | |  | √ |