**How to attract members**

CFUW clubs have come up with many ways to attract new members - some tried and true and innovative!

* One Club had a booth in a mall
* One club used Kiiji as a tool for recruitment and publicity, many hits, had over 15 new members this year, some from Kiiji,
* One suggested using a marketing student to look at a plan for marketing the Club
* Try inviting some to just come and see what you do
* Letters of invitation to become members to women who have been honored in the community
* Word of mouth; use your Elevator Speech to let your club light shine!
* Discount to members who bring a new member (20% for each new member)
* Open house activity – each member invites somebody
* Vice squad: e.g. Wine tasting evening, scotch tasting, etc…..
* Use fundraising activities
* Raise the profile of your Club by participating in community events, letters to the editor,offer programs i.e. speaker series that appeal to the community; be specific about what to call your organization when making contacts i.e. CFUW
* Put your Club “out there”, develop partnerships, use the membership manual, tips on membership recruitment and retention, join the small clubs’ membership teleconferences
* contact Karen Dunnett, CFUW membership chair for more examples other clubs have used
* Promote the name as CFUW (“The Power of Women Working Together”); organize events that appeal to the community i.e. speaker series, card parties etc.
* Get good coverage in the local newspapers and cable TV; contact Women’s Studies personnel at the Universities and encourage students to join
* Have more meetings that are open to the public so CFUW gathers more exposure and maybe more members!
* Call your meetings “Speaker Series” (use small print for, “short business meeting to follow”)
* Go to cultural centers and let them know about your club
* Target the retirement community, especially the newly-retired. Advertise CFUW as a place where they can come to make friends.
* Younger women need to find involvement relevant e.g. projects
* Two younger members in one club started the “New Grads” interest group. They did pub crawls, bowling and other activities that were different from the older groups
* One club held Networking Breakfasts for younger women (in their late 30s and early 40s) in hopes of them getting to know about the Club
* The IFUW/GWI website has a video package/PowerPoint about attracting younger members
* Use the term “like-minded women” rather than promote “University women”
* Those larger clubs that had a “Big Sister” Program got together in the fall with a few members of the executive present to introduce them to the club structure
* Develop welcoming and open attitude
* Use name tags at all meetings; set up a ‘buddy system’ between new & seasoned members
* Get new members involved in interest groups or volunteering so they get to meet other members and feel included