



IFRW 2014 Biennial Convention  
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# *MEMBERSHIP MATTERS*

Presented by  
*Charlene M. Matheson - NIFRW President*  
Serving both Bonner and Boundary Counties  
[nifrw.org](http://nifrw.org)



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## **I. INTRODUCTION**

### **A. PURPOSE**

This handbook was prepared for the Idaho Federation of Republican Women's ("IFRW") Biennial 2014 Convention. The information is intended as a reference tool in planning and maintaining membership, growth in a Republican Women's Club. It provides membership development strategies that if implemented are a simple approach to increased membership-building success. However, it is not all inclusive but does address a myriad of ideas and key factors to assist your immediate needs.

In 1924, Dr. Ralph C. Smedley of Toastmasters was cognizant that in order for a club to smoothly and operate continuously there must be a minimum of twenty members to obtain its goals and success. Most of the Republican Women's clubs within the Idaho Federation of Republican Women have reached the benchmarked number of members for a thriving club. If they have not, then a Republican Women's club can reach its potential and more if the proper following strategies are applied. Generally, the failure of a club is due to overuse and exhaustion of primary individuals to perform responsibilities which can quickly deplete your membership. It is a common factor in most clubs. Therefore, your club must have new members to rotate and share these responsibilities. Republican Women are everywhere but finding them and keeping them interested can be challenging. Therefore, as a Republican Women's organization you will need to energetically promote and market your club. If done correctly, you will be able to entice more Republican Women to visualize the educational, philanthropic and political compass that needs to be portrayed throughout your community.

## II. MEMBERSHIP MATTERS

### A. AWARENESS

It is essential that people in your community are aware that there is a Republican Women's club. They need to know your club's mission, goals, educational benefits, political endeavors, and philanthropic efforts. Informing your community of who you are and what your club stands for is the first step to achieving credible recognition from potential members. So remember, people can't join your club if they don't know it even exists.

The second step is to always portray a positive, enthusiastic, and friendly public image. Members of your community are watching you to see how you present yourself to determine if this is the right club for them to join. Republican Women club members also contribute to setting the tone of the club. It is important to cultivate a pleasing environment, so that current members enjoy their experience. Keep in mind, people *won't* join if they don't get a good first impression. ***You never get a second chance to make a good first impression.***

### B. EVALUATION

The first step to increasing a Republican Women's club membership is candidly and honestly evaluating your club. Every club has room for enhancement in at least one area and by being totally objective you will strengthen your organization when you discover your strengths and realize your weaknesses. By identifying a specific weakness you have recognized a starting point to improve your club's growth for obtaining, maintaining and retaining membership. Prompt attention to the results and immediate action to improve your club's growth is vital to its success. The critical analysis that you perform is the "Moment of Truth Test". The Republican Women's club President should delegate responsibilities to the appropriate committee chair or member to set the pace and instill the plan of action. Improvements require a coordinated effort of each officer and member to prepare your club for growth.

Remember ***"No man will make a great leader who wants to do it all himself, or to get all the credit for doing it." - Andrew Carnegie***

### III. MOMENT OF TRUTH ANALYSIS

**A Moment of Truth** is a brief window of opportunity in which an important goal must be achieved. One example is the first impression that is made by your club to a prospective member when she enters the meeting room for the first time.

There are six highly recognized "Moments of Truth" that most clubs utilize to increase their membership. They are: 1. First Impressions, 2. Membership Orientation, 3. Camaraderie, Diversity and Communication, 4. Program Development and Meeting Organization, 5. Membership Strength, and 6. Achievement Recognition. Once the basic foundation is established, understood, and mastered for each one of the above-mentioned Moments of Truth, your Republican Women's club is on its way to having an increased sustainable membership.

#### A. FIRST IMPRESSION

Did you know that a first impression is typically formulated within 3-5 seconds? Did you know that first impressions are shaped by what is seen or heard in those few seconds? Did you know that you have to exert yourself even more to change that impression once it is formed?

Only by creating a favorable first impression will you have the opportunity to ask a prospective Republican Woman to join your club. Therefore, it is imperative that your club maintains a high standard of excellence in its operations, administration approach by its Officer's and/or Board of Director's, preparation of club programs, selection of guest speakers, and participation of members in both club and community activities, if you want to experience continued membership growth.

What questions should be asked when you are performing a Moment of Truth analysis?

1. Are guests and prospective members greeted in an enthusiastic, warm and friendly manner? Are they introduced to the officers and other members?

2. Does your club keep a guest sign-in sheet and/or book? Are guests provided with name tags?
3. Is the meeting location convenient? Is the room arranged professionally and inviting? or warm and welcoming, if a home meeting?
4. Is the quality of the speaker and program normally rated good to excellent? Does the facility meet the speakers' needs?
5. Is there a social time before or after the meeting? 15 minutes is generally the acceptable amount of time to visit. If food is served is it appealing and does it taste good?
6. Are guests recognized? If you are a smaller club, are they invited to introduce themselves to the group?
7. Are guests invited to join?

If you have answered **YES** to these questions, then you have already taken the first step to progressing your Republican Women's club to a successful increase in membership.

If you have responded **NO** to any of these questions, special consideration should be taken to have these items incorporated in your meetings.

## **B. WELCOME NEW MEMBERS**

Every club adds a new member now and then. But do those members remain? If not, why not? New members generally won't continue to stay with a club, if the club is not meeting their needs. People join a club for many reasons: advance a political career or philanthropic cause, meet with people that have like-minded principles, increase business networks, build quality personal and professional relationships or the desire to fulfill social stimulation that is fun and exciting. These members take pleasure in attending a club and want to be part of a successful recognized team in your community. **You must make your club worth belonging to!**

Every member of your club wants to have a sense of belonging, whether they can actively participate or inactively take part due to caretaking, employment, illness, or other personal obligations. Club members want to have a sense of satisfaction in their selection of joining a Republican Women's club. If gratification is realized, then these club members will be your biggest advocates in promoting your club and its efforts even though they are unable to attend every meeting or event. Therefore, it is essential that you ask the following questions.

1. Does your club hold a formal or informal welcoming recognition ceremony, including presentation of a membership pin and a Welcome Packet?

If so, the club has an impressive procedure when a new member is introduced and welcomed into the club. It's considered "pleasurable and entertaining" to attend club meetings. The membership pin provides significance and a sense of bonding with other club members. The new member has a commonality with the current membership.

2. Does your club assign a mentor for each new member?

If a new member was not invited by a friend or an acquaintance, then they could feel uncomfortable and it can be an unpleasant experience to attend a meeting where no one acknowledges or pays attention to them. Implement a Mentor Program by asking or training your seasoned members to become mentors. It is always nice to assign a mentor or a member with an outgoing personality to sit with the new member for several meetings or until the new member is comfortable.

It is important that the new member is introduced to other members that have common interests i.e. cooking, children, employment, gardening, grandchildren etc... This sense of commonality will draw the new member to have the desire to attend the next meeting.

3. Are the clubs mission, education and political programs discussed with the new member?

Each member should be familiar with your Mission Statement, understand what the club's educational and political programs entail and the purpose of a special event. By informing your member, they are able to disseminate this information to others who may have a common interest and want to join your Republican Women's club.

4. Is the new member given the opportunity to get involved in the club's activities?

A Membership Application or attachment should include an area for new members to check activities that they are interested in being involved. There are many positions in a club that need to be filled. Many new members have hidden talents that you should identify, as they may be interested in fulfilling a need that is currently vacant.

The sooner you have a new member get involved in club activities, the sooner they will feel like they belong.

## **C. CAMARADERIE, DIVERSITY, COMMUNICATION**

### 1. Are enjoyable educational meetings planned?

Existing members continue to attend and remain members, if a club conducts a fun yet professional meeting. Programs should be designed to learn about local, state or national politics and issues. If possible, the speaker considered should be referred by someone to ensure that your meeting is not dull. The best speaker is one who is passionate about their position or topic.

### 2. Does your club have regularly scheduled social events?

Because most Republican Women clubs cease meetings in the summer months, it is best to promote social events during this time. This ensures that members stay in contact with each other. Even if several members are on vacation, have guests, or activities, an invitation will generate conversation to let a member know that you care. Holidays are another favorite time to promote friendships developed in the club.

### 3. Do your members participate in local, state, and national campaign efforts?

Republican Women should be involved and participate in a campaign effort to demonstrate their desire to follow and adhere to the National Federation of Republican Women (NFRW) objectives. There are many volunteer opportunities that are present during a Primary or regular election period that can further the IFRW and the NFRW goals in Republican Women becoming influential leaders in their communities.

Be sure to encourage local elected Republican officials, candidates, precinct chairmen and spouses to join your local club.

### 4. Are inter-club events recommended, promoted, and planned?

Contacting and networking with other Republican Women clubs is highly recommended. The Idaho Federation of Republican Women (IFRW) has a list of Republican Women's clubs with their contact information. You may also, contact the President of a club by utilizing the NFRW website under State Federation and then local Club information. By communicating with other clubs you will eliminate re-inventing the wheel because shared speakers and club events will make your club more effective.

5. Is your club's newsletter issued on a regular basis? Is your Facebook or Website kept updated?

A club's newsletter, Facebook page, and/or website can provide valuable information to new and long-standing members. The information provided is a tool used to keep members informed of past, current, and upcoming events. Club members are recognized for their gallant efforts in whatever category their endeavors are focused on i.e., Caring for America, Education and Literacy, Scholarships, etc.... The club newsletter, Facebook page and website should be updated weekly at a minimum. If they are not updated, then members will lose interest and this mode of communication will not be effective.

#### **D. PROGRAM DEVELOPMENT AND MEETING ORGANIZATION**

The best way to recruit new Republican Women is to consistently deliver a professional and fun meeting each and every time. It is easy to acquire new guests each month, depending on your Guest Speaker or Topic. However, getting them to return will depend on the quality of your meeting. Therefore, careful advanced planning is required and cannot be emphasized enough.

The 1st Vice President of Programs and the club's President should work diligently with each other in determining what the Republican Women in their clubs needs are in the way of Guest Speakers. Often the Vice President of Programs will look to the Board of Directors for the approval of speakers. An interesting program or presentation should be featured at each meeting. It is recommended that the club operate from a six month education program plan of prospective speakers. This will ensure the success of a club's educational requirements and informational needs of the membership. Planning eliminates last minute decision making and requests of speakers which could result in not having a speaker. Emphasize to your 1st Vice President of Programs to have a Plan A and a Plan B in the event a speaker is unable to fulfill their speaking engagement due to unpreventable circumstances.

If you hold a well prepared and organized meeting that is entertaining you will retain your membership. Members will look forward to attending month after month and year after year.

1. Is your club's Agenda and Program Guest Speaker well publicized in advance?

It is recommended that the club's Secretary prepare an AGENDA and distribute it one week prior to a regular meeting.

Multiple communication methods are a proven way to encourage attendance: i.e., email, letters and phone calls. Be considerate, as several club members do not have computers and their only mode of communication is by receiving a telephone call.

Your club's Publicity person should be a creative person. All publications should be upbeat and positive. A description of the meeting program and emphasis on the importance of the club's involvement in the activities should be noted.

A captivating Title or Theme should be on a "**SAVE THE DATE**" invitation each month. The initial "SAVE THE DATE" invitation should be sent out a few days after your regular meeting as a reminder to your members to reserve that date. Taking the time to prepare a meaningful invitation with headlining captions that highlight what your Guest Speaker will be covering is a proven way to keep your members interested and returning to the next meeting. Ten to fourteen days prior to your meeting, a follow-up invitation with a "**RSVP**" **required date** should be sent. Finally, the evening before your meeting a "Reminder" e-mail should be sent to all of your members even if they have RSVPed.

2. Are Officer and Committee member responsibilities known by your key members? Are they prepared to carry out all assignments?

The NFRW has provided a club manual with the Board of Director's and Standing and Appointed Committee Chair's roles. It is easy to copy and personalize it to your club's needs. It is important for each Officer and Chair to understand what their role entails and how they should be performed in your club. The Agenda, Program and Guest Speaker format is conducted in the same manner each month. Occasionally, the Agenda will need to be modified to fit unusual circumstances.

Assignment of responsibilities to key members is vital to the success of a meeting. The club President generally contacts the key people who have been assigned meeting duties a few days in advance to remind them that they have an important function to perform at the meeting. A key member must take ownership of their role. If the member is unable to attend a club

meeting, then they are the responsible party to notify the President and find a volunteer replacement to fulfill their role.

At the end of each meeting, you should announce the next month's scheduled Guest Speaker. Your members will already look forward to the next meeting and those who have a role will be more committed to attending if you have focused on preparation and established "role ownership" in your club.

### 3. Do your club meetings begin and end on time?

Are your club meetings too long? A shorter program may be more effective. Question and answer sessions, may need to be eliminated due to time constraints. However, make sure the Guest Speaker is available at the end of the meeting to respond to people's concerns.

It is very important that you conduct successful meetings. People join clubs that are organized. Timeliness is an important key to a meetings success.

### 4. Are guest speakers creative and entertaining?

If Guest Speakers are not providing the educational information that member's desire, then membership retention is sure to decrease. Not all Guest Speakers have the talent to share their information in an entertaining manner, so careful selection and referrals of speakers should always be considered.

### 5. Are club evaluations provided to the members regularly?

A club evaluation form should be designed so that the club's Board of Directors will be made aware of members needs, have interesting topics and speakers been offered, are the facilities appropriate, does the time and location need to be evaluated, verification that events held throughout the year are appealing, and what improvements are necessary to make the club better.

## **E. MEMBERSHIP STRENGTH**

1. Does your club have 20 or more members?

If a club has twenty or more members, then it has a greater success rate as members can rotate positions and responsibilities more freely.

2. Are current members retained?

Evaluate your membership roster monthly at each Board of Director's meeting. The meeting dates, time and location should be convenient to the members. The meeting place should be comfortable, appear to be well organized, complete with appropriate sound equipment, speakers, laptop, slide projector, screen, club logo, and American and Idaho flags.

Form a Membership committee to help your club reach its goals. The members on this committee usually are extroverts in nature and present a positive outlook on the club and its role in the community.

The opportunities for learning are plentiful. You can have fun, learn valuable skills and promote your club all while developing lasting friendships with club members!

3. Is your club promoted in the community or within its organization?

Marketing your club's meetings and events are essential for exposure in the community. Submit information about your club to local newspapers and radio stations. Send news releases announcing your club's time and meeting location to a local newspaper. Flyers, Invitations, Ads, written articles with pictures of your club's members and activities should be placed in highly visible areas.

4. Are club meetings varied and exciting?

A description of your club's projects will keep your memberships enthusiasm up. Tell them what your goal's are and how much progress you have made in reaching them. This will keep your meetings exciting. Each month emphasize a different program and what you are doing to ensure it becomes a reality. Club meetings should be significant and meaningful stating accomplishments. Promotion of a theme for the year, with monthly updates keeps members interest and excitement peaked so that they will return the following month.

5. Does your club hold a regular membership-building program?

Ongoing membership-building programs are necessary to keep an influx of new members. Develop a plan of action to recruit and contact potential members in the community. Inform interested community leaders and elected officials about Republican Women projects. Show a genuine interest in a prospective member and listen to what they have to say. Ask your members to promote your Republican Women's club among their family, friends, neighbors and business contacts. Widespread flyers and brochures were never meant to act as substitutes for the personal element, only to increase public awareness to make that first contact easier. Remember personal contact is the most effective promotional tool!

## **F. ACHIEVEMENT RECOGNITION**

Recognition is important when you have a volunteer organization. The officers and members want to know that the fruits of their labor are worth their efforts. One way to instill goodwill is to recognize your members for their achievements through an Awards ceremony. The NFRW has provided a way for your club to participate and be rewarded if you meet their membership criteria.

The NFRW has awards available as Membership Incentives for Clubs and Members.

These Award applications should be submitted to IFRW and/or NFRW. Please be sure to contact the NFRW to determine the deadline for these applications. Nominations may be made by the State Membership Chair or the Club President. These nominations do not include associates.

- 1) **MEMBERSHIP AWARD:** Certificate and \$50.00 will be presented to the club with the greatest membership percentage increase in 2014!
- 2) **BEST CLUB MEMBERSHIP RECRUITMENT PROGRAM TIP:** Share your successful program or tip and the winner will be spotlighted in the Capital Connection, the NFRW web site and the next handbook revision! The award: \$25.00 and certificate.
- 3) **BEST USE OF TECHNOLOGY:** Share your best use of technology idea to increase membership and receive \$25.00 and a certificate.

- 4) **OUTSTANDING MEMBER FOR MEMBERSHIP RECRUITMENT PROGRAM:** Submit your outstanding membership recruiter for this award of \$25.00 and a certificate.

The National Federation of Republican Women has a **NFRW Membership Handbook** for your review. It provides a variety of ideas that your club's Membership Committee can implement. By doing so, your club could reach an Achievement Recognition Award at the next NFRW Convention. It is recommended that the Vice President of Membership and the Membership Committee review this valuable wealth of information. The information will assist the club in determining its membership vision and obtaining its goals.

The NFRW Link is:

<http://www.nfrw.org/documents/membership/handbook/handbook.pdf>

#### **IV. BRANDING MATTERS**

Now that you understand the six "Moments of Truth" that are needed to increase membership and have evaluated your club through the questions presented, the next objective is the most vital decision and guaranteed to keep your club flourishing. Developing brand recognition should be the next priority for growing your club. Many clubs start out with branding first. However, if you are a well-established club and are not increasing your membership, you will need to consider your marketing techniques. **Branding, yes, it really does work!** Some of the most highly recognized logos in the world are Apple, Coca Cola, Pepsi, McDonald's and GE. Strategic design and planning to build brand recognition maintains consistency in how the organization's name and logos are perceived.

The name "Republican Women" must be known in your community. The club Membership and Publicity Committee Chair must know how to achieve this, through creative marketing. Marketing and advertising will expose your club to potential members that you otherwise would not reach.

The key to your club's future growth is promotion. By making brand recognition a priority and developing a logo with meaning, you will open the gateway of Republican Women to increased exposure in the community. Clubs with a logo present a unified, cohesive appearance which helps you attract and recruit new members. A logo projects trustworthiness which enhances Republican Women's organizations

throughout the nation. Where will your club's logo be used? Your club logo will be used on everything that promotes your club's activities. The opportunity of promoting and marketing your club with branding is limitless.

## **A. THE TOTAL LOOK**

Since you desire your club to have increased membership growth and recognition, you now understand the importance of branding. Examples of how your logo should be used for a Total Look are listed below:

- Agendas
- Banners
- Brochures
- Bumper stickers
- Business cards
- E-bulletins
- Envelopes
- Facebook
- Fair booth
- Flags
- Guest Sign-In Sheets
- Handouts
- Invitations
- Labels for books
- Letterhead - Officer's
- Meeting and Event flyers
- Membership Applications
- Membership Attendance Sheets
- Membership Directories
- Minutes
- Name Badges
- Newsletters
- Newspaper releases
- Pins
- PowerPoint presentations
- Promotional items
- Signage - Meeting and Event locations should display your logo on the podium, table and upon entry of the meeting place
- Thank You note cards
- Websites
- Welcome packages

## **V. PUBLIC RELATIONS**

Public relations practices are another way to promote positive awareness of Republican Women to attract and retain members. Public relations require keeping the public fully informed of your club activities through effective communication and media resources. Establishing and keeping the lines of communication between the club and its members, as well as between the club and the public open, will create a strong connection the community. Increasing awareness of the club through local news and social media will form a solid foundation of trust in the community. An effective publicity program requires the support and involvement of every Republican woman member. Well-planned, well-organized and well-conducted meetings and programs will allow prospective members to formulate a good first impression. What a potential members sees, hears and feels at a meeting will determine their decision of whether or not to join. Their first impression of the club and how they disseminate information to their friends and family members must be positive because it is "word of mouth" promotion which can be the best method of growth for a club.

People who attend a Republican Women's meeting and then write about it in the local newspaper, on Facebook or on Twitter have great influence nowadays. Therefore it is imperative that all club members make every effort to create a welcoming, positive environment for all visitors. A positive image not only reflects on the Republican Woman's club but also is a reflection of the NFRW and IFRW brand.

Several ideas are listed below to assist in developing a public relations program.

- Create and maintain a website and/or newsletter
- Manage social media - Facebook, Twitter, Linked In
- Post notices on community websites, social networking channels and bulletin boards
- Promote your Republican Women's club in your community through the local news media
- Submit announcements to local newspapers and broadcast media
- Work with other Republican Women clubs on activities or initiatives

A well thought out public relations program will build membership, gain public recognition, and dissolve the misconceived perception that the Republican Women's clubs are only about politics and care nothing about the community's philanthropic concerns.

**Remember, one enthusiastic person with the proper training and tools can bring more members into a club than all the other members put together, if they don't have a plan.**

Always keep your membership efforts personal, helpful, and friendly and your club, the IFRW and NFRW will experience membership growth.

## VI. THE ABC'S OF MEMBERSHIP

### **A is for Asking**

If you want people to participate, you must ask. The number one reason people cite for not volunteering: "Nobody asked."

### **B is for Black Hole**

People are afraid that if they volunteer, they'll be sucked into a black hole of time commitment from which they can't escape. Let them know up front that your group is not a black hole. Then, make sure you honor their time constraints.

### **C is for Communication**

Use a variety of communication tools to make sure your message gets through. Flyers and e-mails are good for communicating a date and time. Use your newsletter and Web site to let people know about your accomplishments. Invite local media to your events.

### **D is for Diversity**

Reach out to all Republican Women in your community.

### **E is for Examine**

Look closely at your activities to decide what's working and what isn't. Don't just do something because "**that's what we've always done.**" New ideas can create new excitement for your group.

### **F is for Fun**

Don't forget about it! Some special people will dedicate their time and energy to a group because it's the right thing to do. Many, many more will participate if it's fun. Make sure your group has fun. You'll build involvement and fight burnout, too.

## **G is for Gradual**

Introduce new members to participation in the club gradually. Members who participate in events are the most likely to become volunteers. Those who volunteer are the most likely to want to take on more responsibility, such as organizing an event. And those organizers are the most likely to become interested in serving as board members or committee chairs. Moving people from step to step takes the stress out of finding future leaders.

## **H is for Hour**

The length of time your meeting is limited to. Use your committees to do the detail work. Limit general meetings to one hour, and limit business to finalizing the work of the committees.

## **I is for Invitation**

The best way to get new members is to extend a personal invitation. People are most likely to take part in a group when they know someone who is already a member. Don't just send e-mails out and, then wonder why nobody "signed up."

## **J is for Just**

Don't use this word to describe your group. You are doing important work. You should know it, and others should, too. So don't think of your organization as "just a Republican Women's club." If you do, you'll have a much harder time getting others involved.

## **K is for Kudos**

Awards, compliments, a simple thank-you goes a long way. Always let people know that you appreciate their work, whether they organized a fundraiser or spent an hour selling raffle tickets.

## **L is for Leadership**

Being a leader means looking beyond today. Does your group have long-term goals? How will you get there? If you want to get members excited, share your vision and give them something to work toward.

### **M is for Marketing**

Sing the praises of your club. Make sure people know what you do. When you donate an item to a cause, put a label on it that gives you credit. A little basic marketing goes a long way toward building your reputation in the community and encouraging member involvement.

### **N is for New Members**

Make a special effort to reach out to them. Members new to the club need your help. You can provide them with information about the club, IFRW, NFRW and much more. Reach out to them early—and individually—to give them a positive feeling.

### **O is for Organization**

Make sure you have updated Bylaws. Adopt sound financial practices. Obtain an Employer Identification Number from the IRS. Consider applying for 527 status from the IRS. Take your group seriously and others will, too.

### **P is for Priorities**

Make member involvement your priority and not fundraising. Run one to two major fundraisers a year. Then concentrate on activities that get members involved in politics.

### **Q is for Questionnaire**

Don't just ask for your volunteers' time; ask for their talents. Use a questionnaire to discover member's interests. You'll find dedicated volunteers more easily if you match skills and talents to the jobs you need done.

### **R is for Research**

Share it with your members. Research shows that involved and informed members make the club progress forward.

### **S is for Social Nights**

These are events that get members together for a night of fun building strong bonds through commonalities.

### **T is for Training**

Don't give anyone, officers or volunteers, a job they're not ready for. Make sure people know what is expected of them and have the resources and knowledge to do the job. If you don't, volunteers won't return.

### **U is for Unite**

Whenever possible, seek to unite diverse groups. Work together with local and state officials. Make your Republican Women's club a source of strength for the community.

### **V is for Visibility**

Be visible at all events. Set up a table at the fairgrounds. Assign a board member to walk around at functions; introduce herself and make sure people are having fun. Put on a welcoming face.

### **W is for Welcome**

Have a greeter at meetings to welcome newcomers and make sure they feel comfortable. Use name tags so people who don't attend often won't feel left out. Make that first experience a positive one, so people will want to come back.

### **X is for X-factor**

The x-factor in building a successful Republican Women's club is balance. You can run a successful event or fundraiser without it. But to sustain a group over the long term, you must find balance: between work and fun, personal time, fundraising and events.

**Y is for Year**

Plan your activities for the entire year. Use your Treasurer's Proposed Budget to create a working budget, so you will know how much money you need to raise. Balance your activities throughout the year so you won't burn out your volunteers or yourself. Take the pressure off with good planning.

**Z is for Zero In**

Focus on building membership involvement!