



**Come Fly With Us!**  
**2015**

# **Membership Workshop**

GEORGIA FEDERATION OF REPUBLICAN WOMEN

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**Come Fly With US!**

**Macon, GA, November 7, 2014**

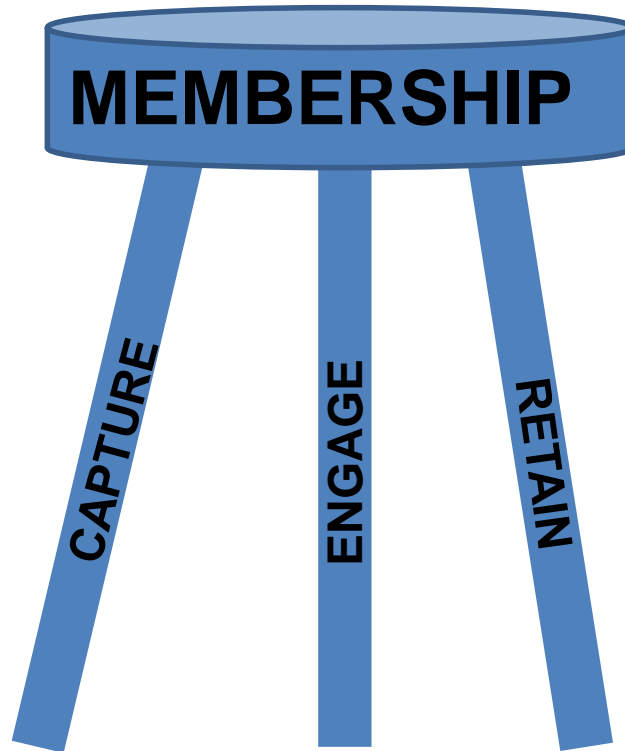
# How is your club doing?

- Growing ?
- Stagnating ?
- Dwindling ?

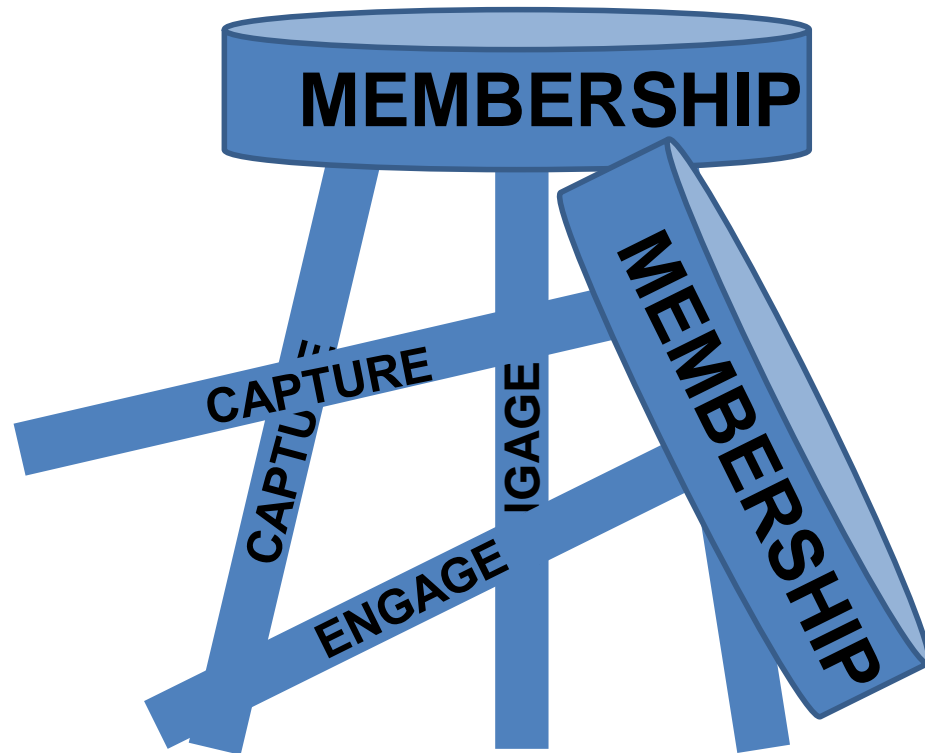
# OBJECTIVES

- The Membership Metaphor
- Attracting Younger Members – Do's and Don't's
- Finding New Members
- Meeting Meeting Expectations
  - Program content
  - Timetable
  - Date and Location
- PR
- Having A Plan

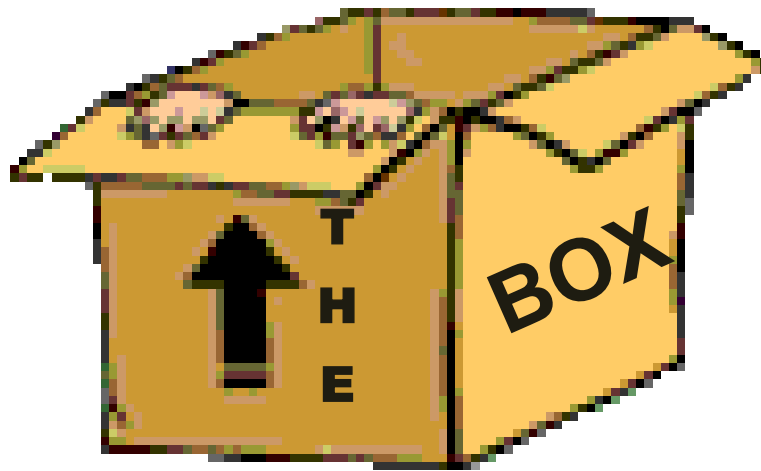
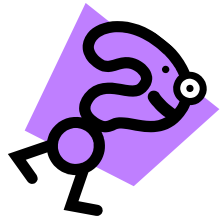
# MEMBERSHIP METAPHOR



# MEMBERSHIP METAPHOR



Are you...Can you...Will you...



How do we attract **more** young women to attend our meetings and get involved?



How do we put more focus on appealing to **young** women?



The background of the slide is a close-up, slightly blurred image of the American flag, showing the stars and stripes. The word "DO" is written in large, bold, red capital letters with a red underline, positioned on the left side of the slide.

# DO

- **Talk to them** – build a relationship
- **Give them different ways to get involved** – focus on team activities with ambitious goals
- **Talk about issues in ways relevant to young adults** – health care access and cost, not prescription drugs and Medicare; *their* share of the national debt
- **Be results-oriented**
- **Let them know they are part of a movement** – they want to belong too
- **Provide them with flexibility** – tasks, meeting times, levels of involvement
- **Provide positive feedback...frequently**
- **Appeal to their interests** – themselves!
- **Listen to them** – engage in a two-way conversation, don't tell them what they **should** think

The background of the slide is a close-up, slightly blurred image of the American flag, showing the stars and stripes. The word "DO" is written in large, bold, red capital letters, underlined with a red line, and is positioned on the left side of the slide, partially overlapping the flag.

**DO**

- **Respect their ideas** – utilize these ideas to attract more young adults
- **Be yourself** – you don't need to be “one of the kids” to get their attention
- **Hold back on the rhetoric** – build the relationship, they will follow if you lead by example
- **Have events with high energy and engagement levels**
- **Make technology your friend** – website, social media, email, e-newsletter, text messages, online pay
- **Plan events where they feel comfortable** – popular restaurants, coffee shops, bars, theatres, parks, concerts, rodeo, festivals, campus
- **Ask them to attend a meeting and join your club!** And encourage them to bring a friend!

The background of the slide is a close-up, slightly blurred image of the American flag, showing the stars and stripes. A large, bold, red word "DON'T" is superimposed over the top left corner, underlined.

# **DON'T**

- **Stereotype young adults as “kids”** – this can be offensive, use term like “Younger Americans”
- **Assume that young voters know the basics of the political system** such as the differences between the Parties, voter registration, why capitalism is better than government-run economies
- **Think young Republicans will get involved** just because it is the right thing to do
- **Denigrate young adults for apathy or lower voting rates**
- **Invoke anger** – they’re looking for solutions, not complaints
- **Waste time giving stump speeches** with party platitudes or attacks – they want ideas and action, not attack ads and sound bites

The background of the slide is a close-up, slightly blurred image of the American flag, showing the stars and stripes. A large, bold, red "DON'T" is written diagonally across the top left corner, underlined.

# **DON'T**

- **Demean new technology** Most of them never knew a world without the Internet!
- **Point out their age** –Don't let demographics define the person – or define your first conversation with them. It's important they feel you see them as a valuable member of your club because of their abilities.
- **Assume they are all Democrats** – 43% of young adults in Texas voted for John McCain in 2008. 77% of young adults in Texas consider themselves to be “conservative” or “moderate”.
- **Forget to ask them to attend a meeting and join your club!**



# Attracting NEW Members

Specifically tailored Programs and Promotions will help your local club attract a new, diverse group of members into your club.



# Programs

## Content

- **Feature high-profile females**
- **Plan dynamic programs** that will appeal to all women (even the non-political women) to attend
- **Highlight special events and celebrations that provide a unique opportunity to invite guests –**
  - *daughters in May (Mother's Day), veterans in November (Veteran's Day), students in September (back to school), spouses in February (Valentine's Day), precinct chairmen in April or May (near primaries), service men and women in July (Independence Day), fellow church or synagogue members in December, etc.)*

# Programs

## Timetable

- Allow time for members to network before/after the meeting, so business women can promote their company – a sign of appreciation to them for making time to attend!

## Day and time

- **Business lunch** – stay on time
- **Night event with dinner** – can bring spouses (*ask men to join as associate members*)
- **Happy hour events** – attracts a younger crowd, keep it informal
- **Weekend events** – attracts working women, moms, students

# Programs

## Location

- Country club, downtown hotel ballroom, downtown hotspot, campus, suburbs (*this will set the tone of the meeting and is important to consider when trying to attract different demographics*)

## Price Point

- Free – everyone likes this especially students, retirees, those on a fixed-income
- Different levels of sponsorship for an event – volunteer (free/reduced ticket), silent auction, gold/silver/bronze sponsor, acknowledge all contributions!



# Promote

## Online

- Your club's Website – be sure to post membership and meeting information
- Social media – Facebook, Twitter, YouTube, etc.

## In the media

- Press releases for upcoming meetings and big events
- Highlight members in the spotlight
  - candidates, volunteer of the year, etc.
- Invite the local press to attend a meeting or event
  - you'd be surprised how far a free lunch will go

# Promote

**At your local Republican headquarters – we're on the same team!**

- Have membership forms, newsletters, and club brochures there
- Post upcoming meetings and events on their Website and in the office

## **Club brochure**

- Highlight your club's efforts to assist many different groups of women (can use TFRW examples, Republican Party history)
- These can be tailored for different demographics or make one all-inclusive brochure
- Be sure to list membership information and when/where you hold meetings

# Promote

## Word of Mouth

- Engage in your community and lead by example
- Wear Republican accessories!
- Write “Republican Women Care” or “Donated by the \_\_\_\_\_ Republican Women” on bags of donated items



## Let's Suppose...

- Time is no object
- Money is no issue
- Tons of willing workers

Let's Count...ok everyone

ONE...TWO...THREE

# Now let's suppose...

GROUP ONE	Recruit
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GROUP TWO	Engage
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GROUP THREE	Retain
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# Other recruiting opportunities

- GOP Events
- County Fairs
- Juneteenth
- Parades
- Farmers Markets
- Voter Registration Drives
- Club Open Houses
- Ask your local elected official

# What now?

- 1<sup>st</sup> – a plan....a strategic plan
  - Analysis of the Club
- 2<sup>nd</sup> – a team
  - Membership, Events, Programs Committees working together
- 3<sup>rd</sup> – a theme
  - Come Fly With Us – 2015 GFRW Membership Strategic Plan
- 4<sup>th</sup> – action
  - Set the dates, send the invitations!

# Resources

- [www.nfrw.org](http://www.nfrw.org)
- **NFRW Bylaws revised 2014**  
<http://nfrw.org/documents/publications/bylaws.pdf>
- **Member login to NFRW documents and resources library**
- **UESER NAME:** federation
- **PASSWORD:** nfrw1938
- **Link to Digital Resource Library, Membership**
- <http://nfrw.org/membersonly/resources/membership.htm>
- 
- [www.gfrw.org](http://www.gfrw.org)
- **PASSWORD:** GOPwomen



# Your Membership Committee

- Johnell Woody, Chair
  - 770-331-0017      [jwoody1111@aol.com](mailto:jwoody1111@aol.com)
- Linda Parker, Vice Chair
  - 770-318-6528      [galfparker@gmail.com](mailto:galfparker@gmail.com)
- Committee Members
  - All District Directors

