

# CFUW CLUB RECRUITMENT AND MEMBERSHIP REVIEW GUIDE

Membership 2023		Membership 2022		Membership 2021		Overall Trend

↑  
# of Members

↖  
Did membership increase (+) or decrease (-)

## 01. Information Collection

- Does your club track and document reasons new members give for joining and talk to members who do not renew membership?
- How many members have passed away?
- Who reviews and when is this information reviewed?
- What is the most recent change(s) your club made to reach out to potential new members? Was the strategy effective?
- What is the most popular activity in your club for members?
- In the last year, what activity(ies) have new members gotten involved with?

## 02. Welcoming Prospective New Members

- What strategies do you have to welcome new members? For example, is there someone in your club that calls new members or welcomes them at the door during in-person events?
- How are new members introduced or engaged? Are name tags used at in-person meetings?
- Do you hold new member events?
- Have you asked new members what made them feel comfortable, welcomed?

## 03. Recruitment Strategy Recommendations

- Within your community identify **individuals or organizations** who may have interests in common, e.g. librarians, chamber of commerce members, student services staff members at local colleges and universities, leaders from other nonprofit organizations, community organizers of events such as International Women's Day events or women's wellness events
- Reach out to potential members with a **personal invitation** to come to a CFUW event or events
- Talk with potential members about their interests to **identify areas of potential interest** in CFUW or members in CFUW who they may have common interests — facilitate introductions
- Collaborate with another community organization(s) for a speaker event to meet others and broaden the circle of individuals & organizations your club interacts with
- Join another organization for a community event to **raise the profile of CFUW**