**TFRW Membership Committee Action Plan**

**2024-2025**

**Goal/Objective:**

As the TFRW Membership Committee, our objective is to recruit and retain members, assist clubs with membership reports, and track TFRW and club membership. We aim to provide women’s club tools to retain and recruit within their local clubs, with the goal of increasing membership across the state by 20%.To measure progress and success, we will report to the TFRW Executive Board. This will help us assess whether we are on track to meet our goal.

**Action Steps: (Sharon and Tina)**

* Organize and execute our own themed membership drive ***“Bring a friend, Make a friend, Be a Friend.”*** Provide templates for local clubs. (Sharon)
* Develop a new 2024 Incentive...”***Elephant Stampede Membership Challenge”***: (Sharon will track membership numbers, Tina will hand out stickers). New members numbers are tracked from Luncheon to Luncheon. All members of the local club who attend the TFRW luncheon are eligible to receive a sticker.
	+ Pink Elephant: 2 new Memberships
	+ Silver Elephant: 5 new Memberships
	+ Gold Elephant: 10 new Memberships
	+ Red Elephant: 15 new Memberships
* Create a Club New Member Welcome Packet TEMPLATE to include, but not limited to, A Welcome Letter, the latest IRIS Messenger, Membership Directory for their local club, Calendar of Local Events, a questionnaire to discover a new member’s interests and involvement possibilities. (Tina)
* Highlight new members in the IRIS Messenger/ social media. Ask clubs to take a photo

with their new members and put photos or a collage in each IRIS Messenger. Photos of each new club and feature them in the IRIS Messenger. (Tina)

**Communication Plan:(Tina)**

* Newsletters: (IRIS MESSENGER)

Articles as needed on Membership, regularly share updates, tips, and membership success stories through newsletters. Provide examples and templates to assist them in increasing their own membership and achieving their goals.

* Club President Emails:

Directly communicate with club presidents through email, providing necessary information and updates to assist them in achieving their membership goals. Highlighting the benefits new members will receive. Emphasize the NFRW Membership awards and achievement award points given for increase in membership

**Membership Reports: (Sharon)**

* Provide forms, review all club reports/track/store online
* Track/Report New Members
* Assist clubs
* Report totals to TFRW Board
* Contact Clubs who have not reported

Action Plan presented to TFRW Executive Board and Approved on\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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TFRW President

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TFRW 2nd Vice President

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Membership Chair