



Membership

is a Lifestyle, not an Event!

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Ladies, how many of your clubs have embraced the Membership theme, ***Membership is a Lifestyle, not an Event!***? If you didn't say ALL of them, then we have our work cut out for us. It is exciting for me to read in the club newsletters, the Membership reports where the theme is used as a byline. Marion Stanko, the Membership Chairman for the Republican Business Women of Bexar County, heard about the theme and goal for the first time at the Leadership Workshop and the very next day included it as part of her article. Now that's exciting!

Currently, I am working on an e-bulletin to let the Local Club Membership Chairmen know where their club Membership stands compared to last year. This bulletin will also give tips on recruiting and retaining members. It will include feedback from the Local Clubs about what they are doing to encourage Membership growth. Speaking of Membership growth, please join me in welcoming two new clubs to TFRW; Kimble County RW and Sunnyvale RW.

Another project in progress is to contact the County Republican Party Chairmen in the counties without a TFRW club, to see if they can help get a club started in their area. If you know of anyone who lives in an area without a TFRW club, please let me know.

So far this year, I have given the Membership Presentation 12 times and three more are scheduled. The feedback on these presentations have been about new brochures being designed for recruiting; being bold and talking to friends, family and even strangers about joining their clubs; people join and the results have been good. But, at this rate, it is obvious that I cannot talk to the 160+ clubs in TFRW; your help is needed so that we can spread the word that **more members equals more votes** for a Republican President.

Currently, we have 35 clubs over 100% and 11 at 100% of their 2007 membership number. One club, the Wichita County RW, more than doubled in size growing from 33 to 68. They are obviously making ***Membership a Lifestyle, not an Event!***

But ladies, we still have a long way to go to reach last year's total. To date, only 8,119 of the 10,530 members have renewed. Last year at this time, we had 8,363 so we are down 244 members. We need to get last year's members to renew and recruit at least another 12% this year and next year to reach our goal of 24% in 24 months.

That sounds discouraging, but what is should sound like is a challenge!

This is a crucial year for Republicans and we need to recruit more members. Communication is a key to successful Membership. Please stay in touch with your Club Presidents and Membership Chairman and help them get their renewals in and help them set a goal to grow your club and TFRW. If you want to know how many members in your club have renewed, please see me during a break.

So to wrap it up. What's our goal? **24% in 24 months!**

What's our Membership theme? ***Membership is a Lifestyle, not an Event!***

Thank you for your time today, now let's get out there and recruit new members!