



Membership

is a Lifestyle, not an Event!

INSTANT GRATIFICATION! We all love it! Earlier this month the Garland Area RW had the Membership Presentation as their program and I must say that meeting them and seeing the enthusiasm of the members was inspiring. Mary Darby, GARW President, wrote me later and gave this update - "...Bettye joined the club, Janie is researching a web site and Lynda is setting up a phone tree. Thanks for everything!" It is always exciting to get feedback from the clubs that heard the Membership Presentation, especially when they tell me that one of their guests joined.

As of July 24, 2008 the following clubs are being added to the list of clubs that are at or over 100% of their Club Membership numbers for 2007.

CONGRATULATIONS to the following ten Local Clubs for submitting **OVER 100%** of their 2007 Active Member numbers: ★Marie Baylor RW ★Northwest Austin RW ★Nueces County RW ★Rockwall County RW ★RW of Yoakum ★Salado Area RW ★Shelby County RW ★Spirit of Freedom RW ★The Woodlands RW ★Webb County RW.

CONGRATULATIONS to the following Local Club for submitting **100%** of their 2007 Active Member numbers: ★Victoria County RW.

GREAT JOB! There are now 55 Local Clubs **OVER 100%** of their 2007 Active Member numbers and 12 Local Clubs at **100%**. These clubs know that...

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Membership Tips:

- ◆ Accent the positive accomplishments of your Club.
- ◆ Develop a membership brochure with information about your Club along with the time and location of meetings.
- ◆ Develop a Web site where prospective members can read information about your Club. Include a membership application.
- ◆ Use your Club newsletter as a recruiting tool; give it to prospective members to show them what your Club is doing. Remember to include a membership application.

Retaining and Gaining Members:

- ◆ Provide an informative, upbeat, politically useful newsletter.
- ◆ Share all invitations and political updates with all members.
- ◆ Stay on schedule. Time is valuable; respect members' time.

Please send your idea for Retaining and Gaining Members so we can share it with the other TFRW Local Clubs and let's all decide that...

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In July, the Garland Area RW invested in the growth of their club by having the TFRW Membership Presentation as their meeting program. These enthusiastic ladies are already working to grow their club. Talk about instant gratification (see article)!

Hazel Roman, TFRW VP-Membership

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