

CFWC Quick Bytes - January 11, 2021

MEMBERSHIP

Sonya Matthies, CFWC Second Vice President

The CFWC January Zoom Workshop, Series 2021, was a great way for this “Queen Bee” to get the New Year off and **BUZZING!** Debbie Pietraszko, CFWC Visual and Zoom Chair and I presented the first Workshop in the series with focusing on Engaging Members!

Points covered in the workshop:

First, an engaged member is an active member, and the effort to keep members active is ongoing and ever evolving. Member engagement is how you are going to earn the loyalty you need to thrive and grow.

- Some ways to engage members:
Host an online video chat. Look for engaging speakers. Consider using your members and their social circles for speakers.
- Partner up for an online campaign. Host an online campaign with other organizations whose missions are similar to CFWC.
- Organize philanthropic activities. Consider having a trash cleanup at a park or a care package drive for those in need. Celebrate birthdays of members with a drive by!
- Start a Book Club. Now is the perfect time to get ESO (Epsilon Sigma Omicron) going in your club. Through ESO, members are given direction in planned reading for self-enrichment and personal growth.

It is important that you build avenues for engagement that any member can connect with. Not all members will attend live events, network with other members, or even visit your website. This does not mean that they are not engaging and active.

Our members want and need a few things right now:

- **They want information.**
- **They want to feel less alone.**
- **They want to feel useful.**

Remember that communication is the number one way to keep members engaged. It can be written, verbal, remote, or in-person, but it must be appropriate to the member.

Ways to provide information:

- **Publish articles of interest or videos on your Facebook Page or website or send email newsletters regarding:**
Self-Care Topics
Learning Opportunities – how to crochet, arrange flowers, trim roses, etc.
Educate your members about Federation and Club history.

Ways to help members feel less alone:

- Organize phone trees to check on members and offer assistance.
- Send personal messages, videos via text or email.
- Plan Zoom events:

Think about how you can adapt past events and fundraisers to meet current social distancing restrictions.

Rummage Sales: Investigate On-Line auction on Zoom.

Reciprocity Teas: Try doing a Zoom Tea with another club.

Flower Shows: Virtual Show where members post photos.

Organize outdoor small-group activities that adhere to social distancing rules:

- Walk a trail, walk through a Mall or downtown area.

Ways to help members feel useful:

Identify projects that can be done during this time of Covid-19 restrictions:

- Projects that they can do on their own.
Craft projects – dolls for Operation Smile, etc.
Research club history.
Send letters to the Military.
Organize Co-ordinated recycling.

Consider projects that can be done online, in groups or collaboratively.

Present craft projects where each person completes a part of the project. Encourage projects that can be done outdoors or in groups adhering to social distancing rules.

Examples: Co-ordinated food drives for local food banks and participating in ESO.

FOSTER CONTINUOUS ENGAGEMENT:

Encourage all members to participate in your electronic meetings and be sure they are included in any newsletters sent either by email or US mail. Share information on any CFWC or GFWC Zoom Workshops and offer assistance in learning to navigate the process of Zoom.

Phone calls or notes of encouragement or thank you cards for having helped with club activities are positive ways to engage new and seasoned members alike. We all like to be acknowledged for our efforts and it makes us feel valued.

REMEMBER TO “LISTEN”:

Listen to your members and review the reasons they initially joined your club. Are you meeting their needs? Are you acting on their suggestions? Ask members clearly what they want to get out of their membership. Record their points and put this member on a path to achieving what they are hoping to accomplish.

REMEMBER THAT COMMUNICATION IS THE BEST WAY TO KEEP MEMBERS ENGAGED!

Email is valuable but members should be encouraged to follow club activities on Facebook, Zoom, or anywhere else your club or district has a presence.

Debbie Pietraszko, CFWC Visual and Zoom Chair, is a fantastic source and is available to answer questions regarding the many ways of communication available as we move forward in

ENGAGING OUR MEMBERS!

As always, thank you for all you do for your community and beyond and for always striving to make a difference! Keep “Buzzing” along and Bee Well, Bee Happy, and Bee Positive!

