

MEMBERSHIP - AREA D VP - ALISON ECCLESTON

Membership Branding is about clarifying your message, strengthening your story, and inviting others to belong. Branding shows the world who you are, what you value, and what you are doing. When your mission, logo, tagline, story, and website work together, they help people see the heart of your club and invite them to become part of it.

Part one, the potential member's question.

Every potential member is silently asking: **What is in it for me?** When someone asks why they should be interested in your club, it can be difficult to answer clearly. Your goal is to shape a response that communicates value with confidence, warmth, and purpose. In one or two sentences, how would you explain why someone should be interested in your club?

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Part two, review the core branding pieces.

Branding helps people notice, understand, and feel invited into your club. A strong brand gives people an immediate sense of who you are, what you value, and why they may want to belong.

Your Mission Statement-Do you have one? Is it still relevant? How would we update it?

Logo- is it sharp, clean, bold, and easy to recognize? Does it represent the club beyond one administration?

Tagline- Do we have a short phrase that sparks interest and captures our purpose?

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Part three, Shape your club's story.

A strong club story helps members and prospective members understand not only what your club does, but why it matters. The story should be short enough to share in conversation and meaningful enough to create connection.

- Who is the heroine of your club story?

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- What did she have to overcome?
- How did joining the club solve her problem?
- Can members tell the story simply and consistently?
- Activity: Draft a 30-second version of your club story. Focus on the problem, the people involved, the action taken, and the difference your club made.

Part four- Evaluate Your Website and Public Messages

Look at your website and public materials with fresh eyes. What do they say to someone who knows nothing about your club? The message should feel clear, current, welcoming, and easy to understand.

- Is the website easy to navigate?
- Does it highlight what makes the club special?
- Does it focus too heavily on rentals, deadlines, or old calendars?
- Does it make visitors feel invited and welcome?
- Is there a clear next step for someone who wants to learn more?

Part five- Building ownership, pride, and connection.

A meaningful club story helps members feel proud of who they are, what they contribute, and what the club accomplishes together. Ask members why they joined, what keeps them involved, and what helps them feel a sense of belonging.

- Why did I join?
- What keeps me involved?
- How do we help members feel ownership?
- How do we celebrate pride in ourselves, our club, and our shared work?

Part six- Keep the heart of the story visible

The most important question is not only what your club does, but how and why you do it. Many clubs provide service, but the spirit behind the service is what makes the experience meaningful. In a woman's club, service is strengthened by friendship and shared purpose.

Key takeaway: Members may receive appreciation, recognition, or a simple thank-you, but the deeper reward comes from doing meaningful work together.