

cfuw  fcfdu

TOWN HALL – MEMBERSHIP TASKFORCE

Karen Dunnet, VP Membership

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TASK FORCE MEMBERS:

KAREN DUNNETT, PATRICIA DUVAL , MADELINE KALBACH,
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To supplement the work of the Membership Committee in their role of examining membership recruitment and retention in CFUW Clubs with a view to proposing ways to increase membership

Member Engagement Levels



A Member's Story



Tiina



- Arrived in a new city and was looking for networking & friendship
 - **Need**
- Heard about the University Women of Helsinki and signed up for their Updates
 - **Aware**
- Started attending events and found benefits from being a member
 - **Care**
- Helped to improve an event, “Academic After Work” and attract new members to it
 - **Act**
- Joined the Board of University Women of Helsinki and feels valued
 - **Lead**

Member Engagement



Other Kinds of Membership

- Members At Large
- On- Campus Satellite clubs

Inspiration

In celebration of our **45th** ANNIVERSARY

Inspirational SENIORS

Who has inspired you?

Has your mom, aunt, grandmother or even your grandfather inspired you in a creative way? Whether they taught you to knit, sew, quilt or passed on some other creative hobby, Fabricville wants to share your story. This is an opportunity to stop, look back and appreciate how we got here. 45 years of inspiring CREATIVITY!



ENTER FOR A CHANCE TO WIN A \$45 GIFT CARD

CLICK HERE TO SHARE YOUR STORY.

Member Value Proposition (MVP)

When you join a *CFUW* club,
you get much more than you think!

You will make new Friends and have fun!

You will realize the
power of women working together

through:

Advocacy

Social Events

Education

Empowerment

You will broaden your horizons by
engaging in lifelong learning


Elevator Speech: CFUW What's that??

- In a sentence or two,
 - Give an idea about what we are
 - What you do in your club
 - Why you like it
- Be ready to give more info if they seem interested
- Give them info (or get their contact info) on how to contact you/your club

Elevator Speech

Formal:

As a member of our club, you can broaden your horizons, engage in life-long learning and work to make a difference for women here and in those places where women struggle to improve their lot.



Elevator Speech

Informal:

I like my CFUW group because I have made such good friends while raising scholarship money for girls graduating from high school and our monthly programs inform me about what is going on in our community.

Next Steps

Practise

your Elevator Speech and use it all the time

To all your publicity

Add the tag line:

The Power of Women Working Together

And

**Some contact: club website, national website;
club email address**