

“Talk it Out Workshops”—October 5, 2019
Membership- summary of two tables of discussions
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Key "Take Homes" from Membership Table

1. What actions have you taken to build and sustain membership?
 - Talk to ladies and look for the “spark”- that motivates them- (Roline) developed a simple survey which is being conducted in my region- surveying potential members as to what would motivate them to join our group- do we have to make some changes? Many younger women are complacent and don’t realize that their current rights haven’t always been in place.
 - Many of the “tool kit” ideas were mentioned as being tried with some limited success

2. We wanted to come up with some ideas that would attract and retain younger and diverse women who often cannot afford to join our group yet they are also often the ones who feel most strongly about advocacy, education, and the rights of women.
 - Set up a system (National) to discount or waive first year memberships (would have to be regulations in place), to be reviewed every year, and not counted in the GWI dues or discounted there as well- eg “guest membership”.
 - Approach younger and diverse groups and try to get more than one to join so they don’t feel isolated.
 - Inclusion is very important- buddy system, mentorships, sharing duties, fun interest groups, etc.

3. Partner with retail and cultural entities (theatres, sports teams, restaurants, etc.)to provide discounts to members of CFUW- would have to be a provincial or national undertaking but providing deals or discounts would attract people to join.

4. Why is building membership important?
 - Members make the club, but new members are needed as most clubs have elderly members who pay their dues but do not attend meetings and cannot serve on the executive or put more blatantly: If we don’t attract and keep members we will cease to exist
 - Membership must be more diverse (visible minorities as well as younger)
 - Because CFUW is a well-kept secret, it is necessary to publicize and promote clubs.
 - Actively distribute printed posters, brochures, postcards, business cards, bookmarks (one club has its programs listed)
 - What makes CFUW different from other organizations: Advocacy & Scholarships
 - Individual members can join community committees and promote CFUW