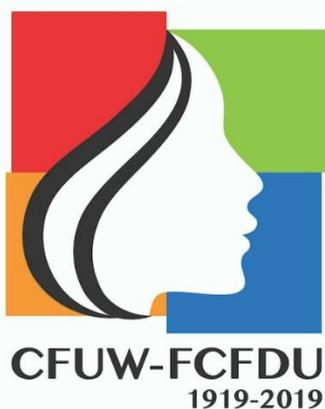


Canadian Federation of University Women

Membership

Toolkit



100 Years of CFUW
The Power of Women Working Together

Les 100 ans de la FCFDU
La puissance au féminin: ensemble pour réussir



CFUW 100th Anniversary Membership Campaign Toolkit

Message from VP Membership

Here we are together embarking on a new century for CFUW. Why does it continue to be important, and even more so, to focus on women and promote women's education & equality?

It is because the UN Sustainable Development Goals for the next 15 years and the UN Millennium Development goals of the previous 15 years – every single goal for the world has been identified as dependent on women's empowerment and equal rights. We will not achieve the goals for the sustainability of the planet without the empowerment of half the population.

This has been clearly stated, identified and stressed. It is an alert. It is an alarm bell. We are at a crossroads between opportunity and danger. The UN SDGs represent opportunity to grab hold of this understanding, promote and act on it. The current backlash towards hard fought gains in women's rights represents the danger. In this we see how easily our advancement can be eroded.

The work you are doing every day in your communities addresses the global goals. You may not think you are involved in international advocacy but, in fact, you are implementing the actions called for by the international community to empower women. You have every right to take credit for it and to promote your club as being at the leading edge of global change.

The World Bank has said countries that pay attention to what is happening with their women do better socially, politically and economically. When we look at a map of the world themed on which countries have human rights legislation, it is a very small part of the planet. And for women that is disastrous. It is a very small part of the world where women have a voice at all.



It is why in this small part of the planet, where we do have a voice, our voice must be strong, must be vocal and must be heard. We have a responsibility to the women of the world and we are the organization to lead it. We must grow our influence at the local level, we must build our voice at the national level and we must take the reins to lead on the international stage to achieve women's equality and sustain the planet.

There are many organizations that do what we do, but they are not independent and their voice is often restrained by sponsors, donors or government grants. There are many clubs that offer the same variety of interest groups that we do but they are a LOT more expensive.

Let us step forth in our anniversary year to build, sustain and grow our organization to reach its full potential. I challenge each member of CFUW to give a simple anniversary gift of one new member in 2019. Imagine – if each of us made that one commitment where we would be, as we embark on our next century!

Lynne Kent

VP, Membership



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1. Tagline for 100th Anniversary Membership Campaign

100 years of women working together. New Century. New Challenges. Join us

2. Evaluation:

- Begin with an honest evaluation of your club's health
- Consider what the awareness of your club in your community is - strong/weak/no awareness - and ways to promote what your club does in the community to build your profile
- Consider what National could do to promote our clubs, make suggestions and ask for what you need
- Do your promotional materials depict CFUW as people of action in the community, demonstrate the value of membership and explain how prospective members can get involved?
- Collect information on the demographics, cultural composition and recent census results of your community
- Know what keeps your members coming back and identify more ways to engage current members
- Get regular feedback from new members to confirm that they are experiencing the benefits they were promised when they joined.
- Do exit interviews with members who leave the club and consider what might need to change.
- Do member satisfaction surveys to tell you what club members like most about your club and what they believe could be improved.

3. Key Messaging:

- The 100th Anniversary message – joy of contribution/value of belonging
- We are a 7000+ member strong organization of educated women who come together to build friendships, engage in thought provoking discussions and provide scholarships for local girls and women pursuing post-secondary education.
- We address local, national and international social justice issues; provide heightened awareness among members and advocate for appropriate social policy regarding women's rights and equality.



- We believe that when provided equal opportunities for education, and when surrounded by friendship and fellowship, our ability to achieve greatness is astounding.
- We have a 100 year long history of achievements in ensuring education for women and realizing their human rights.
- We host engaging, informative speakers, events and activities that enhance lifelong learning.
- We are one of the few women's organizations to offer a local, national and international opportunity that is independently funded.
- We offer fun, friendship and intellectual stimulation. You can play (add activities your club offers) here and, while you do, your membership fees are making a difference for women & girls in your community, across the country and throughout the world.
- New Century, New Challenges – we are at a tipping point. The UN SDGs provide evidence of the importance of women's education & empowerment at the same time there is significant backlash attacking women's hard won rights. Through our local, national and international work we will build a nation and a world of educated empowered women to change power structures and save the planet.
- There are many organizations that do what we do but few are independent and their voice is often restrained by sponsors, donors or government grants.
- There are many clubs that offer the same variety of interest groups that we do but they are a LOT more expensive. There are also organizations that offer some of the interest groups we do but don't address systems change to make a difference in the lives of women & girls at the same time.
- Message to prospective members: We are inviting you to engage in designing the future for women in your community, across the nation and throughout the world. "New Century, New Challenges"

4. Recruitment

THE CHALLENGE – every member recruit one new member. The challenge is that each member give a gift of one new member to CFUW for its 100th anniversary. A prize will be given by National office to the club with the greatest increase in net membership. Certificates will be given to runner- up clubs.

- a) Most clubs have a membership committee but this is a special year, a time to engage every member in recruitment.



- b) Consider business cards for all members and encourage them to hand out to potential recruits.
- c) Consider discounted membership for members bringing in a new member
- d) (for example, it could be a 10%/discount to members for a new member recruited, or a gift certificate)
- e) Encourage every member to know & share your history
- f) Personal phone calls/invitations are very effective.
- g) Present a special certificate for members joining in 2019 – legacy membership certificate. [Click here](#) for the certificate template for filling in, printing and presenting. Hold a special ceremony once a month to present the certificate and welcome new members.
- h) Events elicit new members – create a Facebook page event and ask all members to share with their friends.
- i) Get in touch with former members to see if their reasons for leaving may have changed. Ask them to stay on your email list for notices of events and advocacy.
- j) Are there opportunities to create partnerships between clubs located close to you to increase participation and club involvement? Identify possibilities.
- k) Inform potential new members of your interest groups but also entice them with the opportunity to form new interest groups of their liking
- l) Inform potential members who are outside your catchment area of the CFUW Member-at-Large opportunity.
- m) Engage your club to serve as a sponsor club for a struggling club, a potential new club or a Member-at-Large in your locale.

5. Retention

- a) Ambassador program – mentor/buddy for new members
- b) Importance of engagement immediately on joining – get them involved early
- c) The best success is when they join with a friend
- d) Hold monthly pre-meeting receptions/dinners to allow for conversation and encourage members to bring a friend.
- e) Have name tags at all meetings
- f) Encourage a welcoming environment with a strong emphasis on helping members meet others and get involved.
- g) Two mentors who reach out to new members, answer questions and encourage them to come out to meetings.
- h) “Wrap and Chat” with the president and executive – invite new members to a light supper and a chance to chat informally with executive



- i) Reach out to members with low attendance to understand why they are not engaged and help them to do so.
- j) Membership chairs – ask to speak at club interest group meetings and share positive messages about your local, national and international affiliations

6. 100th Anniversary Campaign Action Plan

Goal: Increase CFUW overall membership by enhancing outreach and promoting membership in all Clubs. Expand awareness of CFUW across Canada and publicize the value of membership in CFUW. Recruit a more diverse membership base to prepare us for the next century

- a) Prepare your membership to engage in the 100th Anniversary Membership Drive
[Click here](#) for the 100th anniversary toolkit for ideas of celebration
- b) Assign someone to update your website & FB page regularly. If you don't have either, ask for help to create these valuable tools – VP Membership/CFUW Membership/neighbouring club
- c) Review your print materials for quantity and quality.
- d) Create a plan for the year with monthly targets
- e) Ask CFUW for tools/templates you think you need.

7. Branding

- a) [Click here](#) for the 100th anniversary toolkit branding section.

8. Marketing

- a) Identify opportunities in your community for being 'spokespeople' for our work.
- b) Advertising – press releases, columnist interview, op-ed piece, social media such as Facebook, Twitter, etc. Use free local media such as the local newspaper, letters to the editor, radio, TV, etc. to advertise meetings and events. Advertise in free on-line sites, like kijiji.
- c) Use news releases/media to promote monthly meetings & events and elaborate on speakers
- d) Set up an information booth in the mall, community centre, library, university, college, technical institute, cultural centre, retirement community. Recruit at community volunteer fairs/shows
- e) Create a flyer for members to take to their 'other' group meetings, post at their local coffee shop, library, community centre, apartment building, condo, grocery store, etc.



- f) Create a club video for publicity (see [100th Anniversary toolkit](#) for how to do this).
- g) Participate in as many community events as possible and attend meetings of other organizations such as the Council of Women, Zonta, YWCA, Rotary, etc.
- h) Host meetings/events that appeal to the community and are open to the public to gather exposure and access to potential members.
- i) Scarfing statues of women in your community – take a picture and post to advertise our 100th Anniversary
- j) CFUW Travelling Exhibit – find a location for a membership table & display and book a time for the exhibit to travel to your community. The exhibit will include a large stand up banner, CFUW brochures & advocacy information, examples of swag which can be ordered online. Clubs will add their own promotional materials to the display.
- k) Consider promoting public attendance at general meetings.
- l) It is very important that clubs have an online presence. If your club does not have a website, contact Zindzi Makinde, Member Engagement Coordinator at cfuwgen@rogers.com at the national office developing one. (The club will need to supply the content to be included).
- m) A social media presence is also necessary in attracting particularly younger women. Zindzi at the National office can help with instructions of how to set up Facebook, Twitter and Mailchimp accounts.

9. Target Markets

- a) Identify ways to diversify - Is the ethnic makeup of your community represented in your club? Do your club leaders reflect the diversity that one would expect based on its members? Does your club have a member diversity action plan (i.e., strategies to reach out to specific groups that are underrepresented in your club)? What suggestions do you have for increasing the diversity of your Club? Do you have suggestions in how to approach new immigrants to join your club?
- b) Identify target groups in your community – professional alumni, business women's networks, immigrant serving agencies (establish link/partnership with local multi-cultural center), indigenous women (reach out to aboriginal groups, partner with them for an event), new comers, university students, faculty & staff ([Click here](#) for document entitled: CFUW Recruitment Strategy for Universities and Colleges), Club scholarship winners, professional organizations e.g. Chartered Accountants, Insurance Institute, Bar Association, Teachers Association, Nursing Association, retirement communities, visitor information bureaus.



- c) Create a package for Real Estate companies who may be helping newcomers settle in to the area.
- d) Send letters of invitation to become members to women who have been honored in the community.
- e) Present at retirement planning sessions for local businesses and other pre-retirement seminars (5,000 Canadians will retire weekly during the 2020 decade).
- f) Mentorship – build a relationship with your local University to provide CFUW member mentors for students in various programs – creates opportunity to introduce and engage the student in the work of the club and encourage their membership on graduation or before
- g) To encourage younger women/working women:
 - 1) Ensure you offer a mix of times for interest groups i.e., day and evening
 - 2) Shorter meetings with tangible outcomes
 - 3) Engage them in ideas for new interests groups they would like and support them in creating them
 - 4) Start a New Grads interest group
 - 5) Scholarship winners reception & have a marketing plan for follow up (previous award winners reception – tell us how it went; celebration on graduation; hosted by new grads group)
 - 6) Provide business & networking opportunities (networking breakfasts)
 - 7) Events targeting younger women so they see themselves in the room (i.e. daughters of daughters' event – members invite their daughters, granddaughters, friends with their daughters etc. to a reception so that the younger women see a room filled with their peers).
 - 8) Young mothers – consider having a gathering where children looked after by long-time members while mothers can have a break and chat about their concerns.
 - 9) Organize networking nights just for younger members. CFUW Victoria has a regular networking event, which is open only to women who work.
 - 10) Encourage those young women who cannot attend meetings to join as an E-Member.
 - 11) The national office has been working on creating the Young Working Women (YWW) Initiative. This is our way of involving younger women in CFUW, while also giving them the chance to take on leadership roles and engage with women in their age group.
 - a. Most correspondence would be done online, which allows them to work around their schedule, but also creates an online portal where young women often feel more comfortable, rather than joining meetings where they don't know anyone, and don't see others around their age



- b. Young women want to see themselves, and the issues that matter most to them, reflected in any organization they plan to join. Creating a division that still holds the values and beliefs of CFUW, but allows young women to discuss, advocate, and lead on certain issues is a positive for these women, but also for CFUW as a whole. The more diverse our membership is, the greater impact we can have
- c. Our hope is that these women will be closely connected to CFUW and its members, specifically with our Mentorship program. These young women also have a lot to show other generations as well, and creating a learning experience for both parties will allow CFUW to modernize in a way that will help their relevance. If we create that relationship, YWW members will also be more inclined to join their local clubs and continue the work CFUW
- d. For further information about the Young Working Women initiative, contact Zindzi Makinde, Member Engagement Coordinator, cfuwgen@rogers.com; toll free number: 1-888-220-9606.

10. Events

- a) Consider special events that will profile your club and attract new members.
- b) Lunch & Learn – host a series of luncheons with speakers on our advocacy issues & invite the public
- c) Daughters of daughters annual (semi-annual) event – so they see themselves in the room
- d) Invite non-members to volunteer at various events.
- e) Invite women to attend an Open House, a celebration of a Club anniversary, the scholarships award ceremonies, a social with appetizers and/or sundry similar activities.
- f) Monthly prospective members' sessions – encourage members to invite & bring potential recruits
- g) Form partnerships with clubs located in proximity to support each other and increase participation and involvement
- h) Join with other community events to give profile to your club
- i) Set up an exhibit at an event. The national office is preparing a travelling exhibit which clubs will be able to book. Included in the materials are pop-up banners; some brochures, some branded 100th anniversary merchandise to display. For further information, contact Zindzi Makinde, Member Engagement Coordinator, cfuwgen@rogers.com; toll free number: 1-888-220-9606.



11. CFUW-E Clubs

- For potential members who do not live close to a club or do not have the time to participate in a club's activities, suggest that the person join as an E-Member.
- E-Clubs will be solely online and will involve a mixture of teleconferences, webinars and discussion through social media sites.
- Applications for E-members are found on the CFUW website

12. Resources for Membership Campaign

- [100th Anniversary Toolkit](#) – branding; club video creation
- Travelling exhibit
- [Business Card Template](#)
- [Special Membership Certificate Template](#)
- [Contact info](#) for University Alumnae organizations
- Appendix A - Template Article for University publications
- Appendix B - Identifying Prospective Members Worksheet
- Young Working Women Initiative



APPENDIX A

Template Article for University publications Women Across Canada Give Forward

CFUW member submitting article to provide: Name, degree, year – plus position in CFUW & 'home' Club - maximum 10 words

CFUW (Canadian Federation of University Women) did not invent the concept but giving forward is just what we do!

CFUW demonstrates that the power of women working together does make a difference. Our vision is a world where all girls and women have equal access to education within a peaceful and secure environment where their rights and opportunities are respected; where they can apply their knowledge and skills in leadership in any or all aspects of the political, social, cultural and economic world in which they live.

Through its network of close to 100 clubs across Canada working within the local community, supported by the national organization and inspired by its international links, the CFUW's actions are helping to build a more secure environment where human rights are respected, and where girls can flourish and where women are safer, more economically secure and increasingly active decision-makers.

Our initiatives are wide-ranging which one would expect from this vibrant network of creative, dynamic and committed women. We engage governments – municipal, provincial and federal – through advocacy campaigns on social and economic issues affecting women, their families and their quality of life and their career prospects. On a very practical level, individual clubs work with local educational institutions, women's shelters, food banks and other community groups on specific fund-raising objectives. They host events designed to promote awareness and understanding about challenges faced by women from affordable education to cyberbullying via social media and to the growing demand for care of aging baby-boomers.

CFUW's major current focus is the still-pervasive problem of violence against women and girls. Canadian data suggests that each year over 100,000 women and children are driven from their homes by violence and abuse. Young women are encountering threats of rape and violence on campuses. So various CFUW clubs are working collaboratively with the Rose Campaign (commemorating the 1989 Ecole Polytechnique massacre), the NWAC's Sisters in Spirit vigils for missing and murdered Aboriginal women, or locally to develop policies and educational programs that combat violence and promote safety on campus. Others are taking inspiration from the United Nation's Orange Day



campaign which in 2014 is focused on access to justice for women and girls who are survivors of violence.

Many of the clubs are establishing ongoing future-oriented activities. For example, [**activities of club to which you belong could be substituted for the following ...maximum 60-65 words**] Strathcona County near Edmonton is helping the local women's shelter to build and constantly replenish a library of new or gently-used books that can go with the women and their children when they leave. Ottawa has taken on a multifaceted initiative to help Afghan women and girls sustain and grow their rights and educational opportunities in the wake of withdrawal by international forces.

Initiatives like these give individual CFUW members enormous strength and generate camaraderie that extends into our lives in other ways, enriching our families and communities. Just as 'giving forward' in a coffee line brightens the day for customers, the CFUW actions brighten the world in which we live –especially the world of women and girls.

CFUW is always welcoming new members. We are a national, regional and local advocate for gender equality and human rights. We belong to the International Federation of University Women, are represented at the Canadian Commission for UNESCO and have special status at the United Nations. So whether your interest is in local community action or international women's issues, we offer opportunities for women to engage, provide leadership and 'give forward' to better the lives of women of all ages.

I personally find satisfaction and joy in making a difference through my involvement in the CFUW. We have lively debates on how best to advance the cause of women and girls. We take actions that show positive results. We have fun in more relaxed regular social occasions! Therefore, I would be very happy to hear from my fellow alumni who live in [**city or region**] and to catch up on experiences and share perspectives.



APPENDIX B

Identifying Prospective Members Worksheet

Think of your contacts, acquaintances, friends and family members who might want to join your Club. It is not necessary to know whether they are ready to join CFUW.

Professional Contacts

Consider current and former colleagues, acquaintances from professional associations and people who you have done business with recently

Name: _____ Contact information: _____

Name: _____ Contact information: _____

Name: _____ Contact information: _____

Contacts:

Physicians

Public relations professionals

Dentists

Nonprofit professional

Real estate agents

School administrators

Religious leaders

University professors

Lawyers

Civic leaders

Business consultants

Social workers

Accountants

Psychologists

Veterinarians

Sales executives

Community and Project Contacts

Consider community leaders and acquaintances who you have worked with on community projects

Name: _____ Contact information: _____

Name: _____ Contact information: _____

Name: _____ Contact information: _____

Remember to consider women to whom your club has awarded a scholarship or bursary