



CALIFORNIA FEDERATION OF WOMEN'S CLUBS
CLUB AWARD ENTRY COVER SHEET
Annual Reporting January 1- December 31, 2023

Chairman: Patti Cotton		Club: Tustin Area Woman's Club	
Number of Members (<i>per CFWC Yearbook</i>): 70		District: Orange District	Area: C
Club Position: 2 nd Vice President/Membership Chairman			
Reporter's Address: [REDACTED]			
City: [REDACTED]		State: [REDACTED]	Zip: [REDACTED]
Email: [REDACTED]		Phone: [REDACTED]	
<p>GFWC Advancement Plan - Membership</p> <hr/> <p>Name of GFWC Special Program, Community Service Program, Advancement Plan or ESO</p>			

Founded in the 1800s, Tustin, California, maintains a strong legacy of community involvement. The Tustin Area Woman's Club, a member of the General Federation of Women's Clubs since 1958, is a dedicated force for community service and philanthropy. Our all-volunteer team, driven by a rich history of commitment, works passionately to improve the quality of life locally and beyond. Central to our mission is a robust scholarship program supporting local students in their pursuit of higher education and technical training. Beyond academics, we collaborate with foundations and fellow philanthropic organizations, addressing the essential needs of displaced teens, seniors, veterans, and animals. Our leadership actively cultivates connections with sister clubs, showcasing the power of collaboration in our ongoing efforts for positive community transformation.

Project Title: Membership Recruitment Hours 70 Dollars Spent \$ 60

Tustin Area Woman's Club is committed to inclusive membership, extending warm invitations through various channels. Prospective members are encouraged to explore our webpage and social media for a better understanding of the details of membership. New members often join as guests introduced by friends, helping us maintain a balanced membership despite demographic shifts. Our focus is on growth beyond attrition, and we spend time brainstorming innovative ways to entice women to join.

Our success lies in leveraging tools, welcoming attitudes, and collaboration with other non-profit organizations for recruitment. The personal touch and openness we offer have proven to be our greatest strengths. Tustin Area Woman's Club gained 15 new members overall.

Our new member packet, inclusive of club history, duties, and welcoming items, reflects our commitment.

Project Title: Membership Retention Hours 65 Dollars Spent \$ 60

The Tustin Area Woman's Club kicks off its membership renewal campaign in early March, employing a multi-channel approach. Renewal notices are strategically placed in newsletters, accompanied by email reminders, and personalized phone follow-ups. New member applications provide insights into their interests and skills, enabling personalized engagement.

We proactively connect with new members, offering opportunities for active participation and gently encouraging deeper connections within the club. Luncheons serve as a platform for integrating new members with existing ones, fostering new connections beyond established friendships. We offer a specified table for the new members called Yearlings that allows for bonding with other new members. The Yearling Section Chair sits at the table and answers questions that may come up for the new members. Section leaders play a

pivotal role by extending invitations to the diverse activities Tustin Area Woman's Club offers. Tustin Area Woman's club actively seeks potential leadership in each new member and encourages conversation around the ideas of engaging with the club in a leadership position. This opens the door for a mentorship to be started with the new member.

Project Title: Yearlings Hours 27 Dollars Spent \$

Tustin Area Woman's Club has a Yearlings Section that takes new members under their wings. They have a designated table for all the meetings, and they started meeting outside of club meetings separately to talk about their impressions, get questions answered, and they get polled on their ideas for leadership, programs, and events. This is a new functional departure from the past and promises to encourage more involvement and collaboration.