



South Carolina Family and Community Leaders

Membership Expansion

A membership committee is responsible for planning and leading the membership expansion efforts, but it takes every member of the club to make membership expansion successful. Personal contact is one of the most effective methods, and it takes 100% of the members to make contact with those potential members in the county.

A. Effective membership committee members should:

1. Believe in the importance of the organization
2. Be enthusiastic and positive
3. Seek out people for personal contacts
4. Talk constructively about the programs of the Organization
5. Study the community for club possibilities
6. Invite neighbors to meetings
7. Be quick to relate to newcomers to find an existing group or form a new one
8. Be alert to the needs of people and find a way for people to seek answers
9. Make plans and carry out ways to interest people in the program
10. Involve many people in membership activities
11. Find specific ways to organize new groups

B. Preparing for an action program of membership expansion.

1. Look for facts to guide action.
 - a) How many people under 30 years of age are FCL members in your county?
 - 1) Compile figures of membership by age bracket from the club membership roll.
 - 2) Compare percentages by age groups in your organization to the population census of the county. This can be found at:
<https://www.census.gov/library/stories/state-by-state/south-carolina.html>
 - b) How many young people graduated from high school in the last five years? How many dropped out of school?
 - 1) Do they tend to stay in the county?
 - 2) Why not talk to school administrators to find out more definite information?
 - c) How many newcomers have moved to your county in the last two years?
 - 1) Check with Welcome Wagon, Clerk of Court, industries, churches, real estate offices, etc.
 - 2) Seek out real estate developments and trailer courts.
 - d) Where are clubs in your county located?
 - 1) Locate existing clubs on a county map.
 - 2) What areas do not have clubs but have homemakers ages 2-50 years of age?

2. Learn why women join FCL clubs.
 - a) Improvement of homemaking competence
 - b) General intellectual growth
 - c) Improvement of community and society
 - d) Sociability
 - e) Diversion
 - f) Esteem
3. Learn why people do not join FCL clubs.
 - a) It is easier not to join -- takes time, money, and effort.
 - b) Fear of commitment -- fear of getting involved for more than they can produce.
 - c) Lack of understanding and insight as to what the group is and what it can do for the community.
 - d) The group is not fashionable to join or has prestige.
 - e) The community may have too many organizations.
 - f) The club may have weak leadership.

C. Make a plan for membership expansion.

D. Suggested activities to be sponsored by clubs and county organizations to increase interest in FCL.

1. Work-study groups for FCL members only.
2. Holiday ideas or bazaars.
3. Fall festival: community farm and food products.
4. Consumer education meetings.
5. Fun meetings i.e., plant exchanges, taste and see, wild game supper, etc.
6. Tours and trips.
7. Educational programs of interest.