



## South Carolina Family and Community Leaders

### Ways to Make FCL Clubs and County Organizations More Effective

1. Plan and conduct an effective membership expansion program.
  - A. Counties and clubs should make a definite recruitment plan every year.
  - B. Recruit with enthusiasm and the feeling that you have something which others will want. Few clubs in the state have the resources for programs as FCL clubs do, but often, programs are not planned to meet the needs of the group. They are not up to date.
  - C. Enlist people 25-45 who will be willing to serve as officers and chairs.
  - D. Organize clubs by age where this seems desirable.
2. Improve the image of FCL clubs and county and state organizations.
  - A. Make them action organizations that do not wait for or depend on the Extension agent/advisor to plan and act.
  - B. Plan and conduct educational lessons that meet the needs of members, are timely, and are challenging to members.
  - C. Plan and conduct an educational program that is helpful to members and/or to the community.
    - 1) Encourage members to develop their education program plans.
    - 2) Impress members with the importance of action on goals established.
    - 3) Keep all members informed on progress and accomplishments through a newsletter and other means.
    - 4) Make a report of annual accomplishments an important part of the spring county meeting.
    - 5) Emphasize reporting as an important event in clubs by providing a workable system, such as a place to record individual progress.
    - 6) Train educational chairs for responsibility and expect them to work on goals for 12 months rather than 6 months.
    - 7) Give publicity to accomplishments.
3. Serve the special interests of members by encouraging members with similar interests to plan for a study group, tour, or workshop with a chair serving in the leadership role.
  - A. Plan money-making projects if you do not feel that dues can cover the costs of an active program. These projects can also serve as a social asset for members and families.
  - B. Invite the FCL District Director to meet with the board or county FCL organization and ask him/her in advance for specific help.
  - C. Provide officers and club members with a definite schedule for the year.
  - D. Have an open house occasionally for public relations as well as recruitment.
  - E. Use exhibits that tell a story of the programs.
  - F. Plan and conduct training for FCL members to encourage the development of the leadership potential of members.
  - G. Give proper notice of county FCL meetings well in advance of the meeting through mass media and letters to club presidents or to individual members.
  - H. Have effective programs for county FCL meetings. Diverse types of programs. Membership should plan programs and occasionally have outside resource people. Various methods to not always have "a speaker."