

# One Plus One

It's **SIMPLE** to participate. It's **PAINLESS** and it is **PRICELESS!** Recruiting a new member requires a ten-minute phone call, and it's a project **EVERY MEMBER** can participate in that will benefit the organization.

Women benefit tremendously from their membership no matter what amount of time they have to be involved. The Republican Woman magazine, Capital Connection, and Legislative Updates give every member the opportunity to know the facts about issues in our world of slanted media coverage! An informed Republican Woman spreads the message of truth--a priceless contribution to improve communication for Republicans!

**EVERY REPUBLICAN WOMAN SHOULD BE A MEMBER!** We need to update our marketing approach and attract women to join by meeting their specific needs! Joining makes our voices louder at the county, state, and national levels! Joining gives us revenue to apply to our grassroots efforts. It is up to each member to determine her amount of participation! Great programs will promote attendance at local meetings.

**The enthusiasm of State Federation Leadership is the key to success in One Plus One. Offer incentives** for membership growth to your clubs and members! Oklahoma initiated a drawing where every member recruited gives their members another chance in a drawing! Some states have substantial cash awards for clubs based on size and percentage increase of membership. Find donors to sponsor your incentives. Every dollar donated is invested right back into grassroots efforts and Republican Victories, plus donors are demonstrating the value they place on Republican Women. A Win, Win situation!

The NFRW is also offering initiatives for One Plus One that will be presented at the National Convention! Three clubs that show the greatest percent increases in membership based upon their size (large, medium, and small) will be recognized. State organizations are also asked to work with their clubs to nominate one individual for extraordinary efforts and/or results. The NFRW Membership Committee will select the ultimate National winner from the State nominees.

There is an old saying, "If you want something done, give it to a Republican Woman!" It takes the leadership of each State Federation to motivate their club officers and the leadership of each club to motivate their members. All of the tools and a blueprint for success are on the NFRW website. Share your success stories with us so they can be posted on the national website.

Remember, every member recruited makes your organization stronger and strengthens our voice at the local, state, and national levels! Good luck with One Plus One, and please feel free to contact the Membership Committee for support! We are here to serve you!