

Franklin Republican Women

MEMBERSHIP RECRUITMENT STRATEGIC PLAN

I was asked to be FRW President. I had never been a club officer!
I could not say no. My mother was a charter member.
I wanted to continue her legacy.

Club Status:

Club was about to fold. Club leaders were tired. No one wanted to be president.
Membership was 23. Average meeting attendance was between 14 to 18.
Received notice that club was to submit \$500 for a full page ad in the LFRW Biennial Program.
Club needed to raise \$500.00 in one week for the one page in LFRW booklet.

Simple Strategy!!!!

Add Razzle Dazzle to meetings!
Create a Pink Elephant Stampede! Think Pink!

**I would be installed
at the Installation Meeting on January 22, 2007.**

**FIRST MEETING: Installation of Officers
Goal: Create An Exciting Program!!**

Alice Foster, Former First Lady of Louisiana, is timid and has never, ever spoken to a group. I asked her to do a special favor for me. I asked her to speak on her life as First Lady of the State of Louisiana and her efforts with the Louisiana Governor's Mansion. I asked her to be all that she can be! I asked her to accept this challenge of speaking to the Republican Women on the day that I would be installed as president. To my utter shock, she very, very reluctantly said that she would do it only this once. Everyone was so excited to hear what she would say!

A press release was submitted to the newspaper Lifestyle Editor announcing that First Lady Alice Foster would be our guest speaker. Then, 150 personal letters were mailed to potential members. Found potential members names on my retail gift shop customer list, Chamber of Commerce List, names of old members that had dropped out of club, dignitaries and hard working community leaders!

Invited Lifestyle Editor of newspaper to the meeting as our guest. Lifestyle Page article announced First Lady as speaker followed by a Lifestyle article on the meeting. This helped generate interest in the community for Republican Women!

Former Governor M.J. "Mike" Foster, Jr. also attended the meeting. (He could not believe that she agreed to speak.) He thanked our club for all their work in his election for Governor. He stressed the importance of Franklin Republican Women!

**"Honoring our Past/Anticipating the Future" is our Theme for Year
As we anticipate our 20th Anniversary next year!**

Honored Club Past Presidents and Club Past State Officers were during the Installation Meeting. Their families were invited to attend. Outstanding Leadership Gavel presented to Charter President Jessie Morton. Club donated one page LFRW advertisement in her honor!

**Invited LFRW Officers and Dignitaries to Meeting!
Create Excitement!**

Regional Vice President June Williams conducted Installation. LFRW Fundraising Chairman Barbara Cenac attended meeting.

Results of first Meeting:

****Membership****

Membership was 23 prior to meeting.

Membership Forms were placed on tables w/ committee checklist w/ change of Registration Cards also on Tables
Nearly 70 People attended Luncheon

17 New Members filled out membership form!!! Membership now stands at 40 members.

****Treasury Report****

Collected nearly \$1500 at door including money for Mardi Gras Doll Raffle netting \$135

Added \$3.00 to each luncheon ticket.

Luncheon cost: \$780.00 which netted a profit of \$720.00.

****Media****

Lifestyle article on Alice Foster nearly ¼ page prior to event

Lifestyle article on meeting nearly ½ page after the event

****LFRW Program Booklet****

Bought not ONE, but TWO pages of advertisements in LFRW program booklet

****Follow Up****

Personal note handwritten to thank new members that joined;

Personal notes to people that attended that are not members w/ membership forms folded in note.

Second Meeting was to host FRW Charter Members Celebration

Goal: Create a power point presentation on past 20 years and spotlight each charter member.

54 Franklin Republican Women Charter Members

Officers collected photos of charter members and contacted family members of deceased members inviting them to attend.
Presentation created to spotlight past 20 years of club events concluding with a five second photo shot of each charter member.

Collected 50 Photographs of Charter Members out of 54.

Created Charter Member Certificates that were awarded to living charter member and families of deceased charter members

Honored Guests

Aileen Ford Simon, of Cincinnati, found out two days before hand that her mother would be honored. She chartered a plane to attend with 5 family members, including her granddaughters. She is an active Republican Women in Cincinnati. We were truly thrilled that she returned for this special event.

Former U.S. House of Representative Henson and Carolyn Moore came from Washington D.C. to honor her mother.

Results of Second Meeting:

Membership

Over 100 people attended. 97 Luncheon tickets sold
Membership jumped from 40 to 69.

There was great excitement when it was announced during the meeting that our membership had tripled!

Treasury

Profit of \$900 on meeting with raffle for fluffy bunny netting \$204.00.
Photos were taken of each family by Public Relations Chairman

Media Coverage

Nearly ¼ front page coverage in newspaper;
Five daily segments on local television station spotlighting families that attended event.

Power Point Presentation on Charter Members was requested for University Library

University of Louisiana in Lafayette requested that the club submit the power point presentation for Living Legends Section in the university library spotlighting the efforts of our FRW Charter Members!!! Each charter member would be spotlighted in the library section.

Follow-up

Burning cd's so that we can send power point presentation to charter members and to families of deceased members.
Will also include photograph taken during the event of their family.

Handwritten personal note will be enclosed with package inviting them to continue the legacy of their mothers.
Support FRW.

Personal notes sent to everyone that attended that is not a member w/ membership form.

Upcoming Third Event

Pink Elephant Mad Hatter's Candlelight Dinner on May 17

Honored Guests

Beverly Davis, President of National Federation of Republican Women, was invited to attend FRW Mad Hatter's Candlelight Dinner while in Washington, D.C. She has accepted our invitation! She was incredible to recognize our growth in membership!

Suzanne Crow, President of Louisiana Federation of Republican Women will also be our honored guest.

Pre-Fundraiser Event Held to Create Excitement for Upcoming Fundraiser

Margueritas and Pink Elephant Afternoon Gathering

Former First Lady Alice Foster mixed and served her infamous margueritas.

25 Members came to paint wooden pink elephants for centerpieces

Serda Tibbs, who attended LFRW, cut out 25 wooden elephants for us!

Our youngest member, our painting princess and artist, took home the pink elephants to perfect them!

It was a magical event! Many new friends created.

Mad Hatter's Contest

Vintage Hat, Patriotic Hat, Best Group Hats at a Table, and Prettiest Hat will be categories for judging.

Tickets

\$35.00 per ticket.
Table of 8 for \$280.00
Or
Purchase a Pink Elephant Table!!!!

Pink Elephant Tables

\$500 for 8 people:

Benefits: Premiere seating, gift for every person at table; Name on Pink Elephant Poster.

Expect a Pink Elephant stampede!

Reservations for 4 Pink Elephant Tables before letters even go out!

Little did I know that the being asked to be president of the Franklin Republican Women's club would turn out to be a most rewarding experience! It has truly been an educational adventure!

Since January I have had the opportunity to attend:

Louisiana Federation of Republican Women Biennial Convention in Shreveport at Diamond Jack

National Federation of Republican Women Convention, only club president to attend

"ABC's of Running for Office" developed by Nicholls State Women in Government group w/ wife of potential candidate

Will attend RNC meeting in Dallas for the Fundraising and Special Event seminars. Same time as Dallas Mkt.

I Challenge all Clubs to Think PINK!!!!

As of today, FRW has 81 members! From Jan. 22 to April 22, 2007

This was done in just three months!

Our goal is 100 members before our Pink Elephant Mad Hatter's Candlelight Fundraiser!

I am now proud to be a member of our Franklin Republican Women's Club

and a member of the

Louisiana Federation of Republican Women

and a member of the

National Federation of Republican Women!

I am truly TICKLED PINK!

Submitted by:

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