

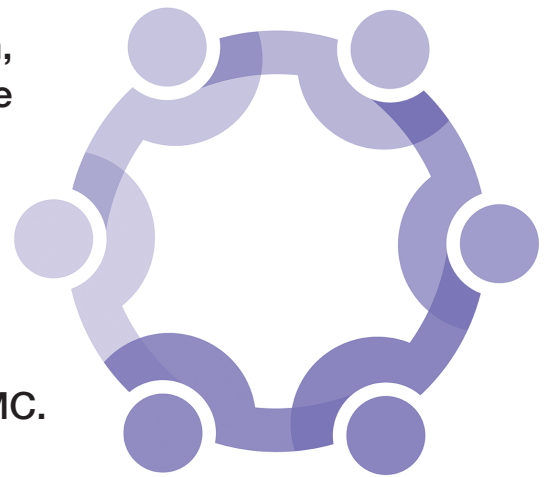
Recruitment, Retention, Renewal— context summary




After extensive organizational and external research, United Methodist Women (UMW) has determined we are focused on sustaining our current membership, while simultaneously attracting more women who are 60+ within The United Methodist Church (UMC), but who do not currently identify as UMW.

We also want to focus on attracting newer women who classify as spiritual, 35-59, in and out of the UMC.

As an organization we are invested in helping our members reach, attract and engage new women who will aid in our mission of providing quality services, transformational education and advocacy on behalf of the needs of women, children and youth around the world.

We hope this 3-part resource will help to highlight some of the core elements to be considered BEFORE you seek to attract her, ONCE she's joined, and how you will continue to engage her AFTER she's been a member.



-  Part I – Recruitment
-  Part II – Retention
-  Part III – Renewal

Part I

Recruitment





I - Recruitment Strategies: *What happens before she joins?*

Please note the only official way to join United Methodist Women (UMW) is by signing up @ myUMW (unitedmethodistwomen.org/myUMW)



* - indicates item can be found on UMW member resource page.

Methods, Tools & Tips for Attracting & Engaging New Women:

Method: Be Intentional – Host a Welcoming Event for NEW WOMEN.

-  **Tools:** Utilize the *Welcoming Event Toolkit, *Generations Handout, myUMW, Zoom, social media, advertising – ads/flyers, *Virtual Meeting Tools
-  **Tips:** Consider hosting a SoulCare event – something fun, mindful and/or therapeutic.
Consider your audience and their interests.
Decide if the Welcoming Event will be virtual vs. in person (considering COVID-19).
Promote the event, utilize social media, local businesses, etc.
Consider keeping it short, sweet and fun.
Have an Intentional Call to join/sign up at the end.

Method: Word of Mouth

-  **Tools:** Social media, advertising – ads/flyers, UMW Website
-  **Tips:** Create buzz via a referral, contest, fundraiser/incentives program for current members.
Be Intentional – Invite family and friends to try out resources or events.
Develop engagement contests, incentives or events.
Utilize UMW talking points.
Practice pitch/strategy.
Call to action/directing her to myUMW.

Method: Strategic Partnership



Tools: UMW Website, Census Insights, *UMW Bylaws



Tips: Determine partners with similar values, interests and shared audiences.

Be Intentional – What is the purpose and potential outcome of this partnership?
Do our organizational values and objectives align?

Seek out local, regional, national and international partnership opportunities.

Form partnerships with forward-thinking businesses that can help you attract new women and/or support your mission objectives.

FOR CONSIDERATION:

- Local National Mission Institutions (NMIs)
- Sports teams (especially women's/girls' sports)
- Start/support the reading program at a local book club/libraries/ coffee houses
- Local restaurants/hotels, etc.
- Other faith-based organizations



4 ways to talk up our organization:

- 1. Introduce our organization**—What's wonderful about us? What gets you excited? What's our story?
- 2. Talk about the opportunity**—Can we identify common interests/goals around our core commitments? How can we partner with you to make a difference in your community and around the world?
- 3. Talk about individual growth/development**—How does this work/connection enhance who you are as a person? In what ways have you personally/professionally grown as an individual?
- 4. Call to action**—Offer an engagement opportunity, utilize membership tips and retrieve contact information for future connection.