

Membership Development

From the January 16, 2019 NCCW Member Call led by Jane Carter

Membership Development is the CRITICAL issue for NCCW!

It's basic math. Without members, we cease to exist. With too few active members, we burn out. Without new members, we become focused IN and we die out slowly.

I propose a very simple 3 step plan for 2019: for me, for you, for EVERY Council member---

1. **PROCLAIM the NCCW mission statement** at every meeting---both board and membership. According to Robert, proper order is GOD, COUNTRY and then ORGANIZATION. We pray, we pledge, we PROCLAIM! Before the business of the meeting, remind members **who we are and why we exist!**
2. **BE the best member in your council.** How can we honestly say we have prioritized membership development if we are not actively working and striving to become the BEST member ourselves?? Think about that for just a moment---if every woman in your council was always trying to be the BEST member:
 - ready to share her gifts,
 - wanting to mentor new and younger women,
 - the first to volunteer when needed,
 - smiling and joyful about her responsibilities

Every member—from officers to committee members, hospitality teams to telephone callers, greeters to prayer leaders. Every single one of us striving to **BE the best member of your council.**

3. **Look at every meeting, event and gathering with MEMBERSHIP IN MIND.**
 - Advertise each meeting DIFFERENTLY---because different approaches and different presentations appeal to different people.

- Reach out to possible NEW members, but also reach out to all your “fringe” members. Names on the roster, women who pay their dues, and show up once or twice a year.
- We cannot say we have prioritized membership unless we are actively and intentionally trying to get EVERY member to almost EVERY meeting and event!!

ALWAYS reach out to other parish groups who are aligned with you in a particular area of ministry. For example:

- Invite the Pro-Life group to a shower for Catholic Charities.
- Invite the preschool---grade 3 moms when you talk about Holy Holidays or assemble Holy Easter Baskets or Shoebox Madonnas. (All are explained in the NCCW New Evangelization resource: We are Called to Witness!)
- Include the older Girl Scouts and their moms for a Spiritual Day of prayer and reflection.
- Invite the women in RCIA to come and pray a special rosary in Oct or help Crown Mary in May---*help them to come to learn and love Marian traditions!*
- Invite the women who work in the food pantry whenever you have a speaker on Hunger Ministry or you collect canned goods.

Open your doors and welcome others to come and see who you are and what you do. Remember---Look at every meeting, event and gathering with an eye towards MEMBERSHIP DEVELOPMENT.

Membership Development is CRITICAL.

Write it on your Board meeting agenda. Use those exact words. Weave them into your presentations and writing. Keep them in front of you, all the time!!

Membership Development is CRITICAL.