



CALIFORNIA FEDERATION OF WOMEN'S CLUBS
CLUB AWARD ENTRY COVER SHEET
Annual Reporting January 1 - December 31, 2020

Prepared by: Katie Burnham	Club: Temecula Valley Woman's Club	
Number of Members: 105	District: De Anza	Area: D
Club Position: 1 st VP Dean		
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Membership

In 1980, a small group of energetic, community and service-oriented women met and founded the Temecula Valley Woman's Club. With a membership of ten, the Club was chartered as a CFWC/GFWC that same year and incorporated in 1981. The Temecula Valley is a community in Southwest Riverside County with a population of approximately 225,000. The Club's membership is currently at 105 women committed to their original and still viable intent to improve the education, ethical and cultural life of the community.

Project Title: Membership Retention Hours: 1468 In Kind: \$0 Donations: \$35

This year has been unusual for all the clubs with COVID and the pandemic and it has challenged all of us! With that said, retention continues to be a top focus of the club. To promote retention through interaction, the Membership Committee met and scheduled to have a brunch in March with the new members to get to know them and to explain the different committees and events within the club. Unfortunately, COVID hit, and the brunch had to be postponed and eventually was cancelled. We ended up doing two Zoom informational calls with prospective new members to share the mission of the club, the different committees, and our fundraising events. We have 11 new members this year!

Membership had a "meet and greet" table at each General Meeting where we distributed information to prospective members. Members were recognized at the general meetings on their birthday month and were given a birthday card and a candy treat. The Membership Committee also recognized and thanked members monthly for their various contributions to the club. Potential new members were invited to attend their first General Meeting as our guest and the club paid the meeting fee for them. In January and in February we did an "Icebreaker" at the General Meeting which the members enjoyed.

In April, June, and September, the Membership Committee along with members of the Home Life Committee, called all members to touch base with them and see if anyone had any needs that the club could help with. The member calls were an integral part in keeping members informed on club happenings and letting them know that TVWC is just a phone call away, if they needed anything.

At our December Zoom Installation, the Membership Committee Chair presented 3 members with their 5 Year pin, 5 with 10 Year Pin, 4 with 15 Year Pin, 1 with a 20 Year Pin and 1 with a 25 Year Pin. We also recognized the 11 new members of the Class of 2020.

Each year the Membership Committee strives to maintain and uplift all of the hardworking and dedicated women in our Club and encourage them to continue their membership to serve our communities' needs.

Project Title: Membership Development Hours: 10 hours In Kind: \$0 Donations: \$0

The Membership committee created a Mentor Program where a seasoned member mentors a new member to help her feel welcome and to learn the goals and policies of TVWC. We encourage the Mentors to sit with the New Member at the meetings, invite and go with them to committee meetings, TVWC social events, and invite them for coffee or lunch to answer questions. Feedback about our Mentor Program has been very positive. Each new member is given the TVWC Yearbook, which includes a welcome statement, a photo of each member, a club roster, information on Federated Committees and our Bylaws and Standing Rules. They are also given a magnetic name tag with a ribbon attached to identify them as a new member.

To help familiarize new members with committees, we ask them to help at some of the committee tables at our General Meetings.

Project Title: Membership Recruitment Hours: 15 In Kind: \$0 Donations: \$120.00

This year, not only did we encourage members to recruit new members, we advertised in Inland Empire Magazine, Facebook, Instagram, and a local newspaper. We invited prospective members to their first General Meeting where we have a light breakfast is served paid for by the membership budget. We seat the prospective member next to a member who has the same interests. This was a very positive experience, where the prospective member was then able to talk to our members and obtain information about the club. In 2020 we had 25 prospective members attend and 11 of them joined.

Project Title: Membership -Save Our Restaurants (S.O.R.) Hours: 100 In Kind: \$0

Donations: \$0

Save Our Restaurants (S.O.R) is a social time once a month for members to get to know each other as we support our community restaurants. We had an average of 20 people attend in January, February, and March but when the pandemic hit, we had to modify our meetings and only did a social hour on Zoom. The Zoom social hours were a time where we got to know each other better. It was a time to hear about books and movies we were watching, since we were all on lockdown. At each SOR on Zoom, we averaged 5 people at 4 gatherings during the pandemic.