GFWC CFWC Foothill District Leadership Playbook



2026–2028 Administration

FOOTHILL DISTRICT • GFWC

DISTRICT CHAIRMAN
QUICK REFERENCE GUIDE

LEAD • SERVE • INSPIRE

★ SUPPORT ★ RESOURCES ★ COLLABORATION ★ EVERY VOICE MATTERS ★

As a district chairman, you are a resource, connector, and encourager helping clubs discover ideas, tools, and opportunities that support their success.

1. LEADERSHIP PHILOSOPHY

- ☐ Support clubs rather than direct them
- ☐ Share resources and ideas freely
- ☐ Encourage participation and engagement
- ☐ Promote collaboration between clubs
- ☐ Ensure every voice matters

2. CLUB SUPPORT

- ☐ Provide program ideas and resources
- ☐ Share successful projects from other clubs
- ☐ Offer planning tools and templates
- ☐ Connect clubs with helpful contacts
- ☐ Respond to club questions and requests

3. COMMUNICATION

- ☐ Maintain contact with club chairmen
- ☐ Share updates through district communications
- ☐ Submit information for newsletters
- ☐ Promote district programs and opportunities
- ☐ Highlight club accomplishments

4. LEADERSHIP DEVELOPMENT

- ☐ Encourage emerging leaders
- ☐ Identify future district leaders
- ☐ Support mentoring opportunities
- ☐ Promote leadership training
- ☐ Build confidence through encouragement

5. DISTRICT MEETINGS

5. DISTRICT MEETINGS – KEY DATES & YOUR ROLE

JUNE – LEADERSHIP PLANNING MEETING

- ✓ Introduce your committee area
- ✓ Share goals and annual priorities
- ✓ Collaborate with other chairmen and district officers
- ✓ Build relationships with club leaders

NOVEMBER – PROGRESS & REPORT WRITING MEETING

- ✓ Facilitate breakout discussions
- ✓ Share resources and updates
- ✓ Highlight successful club initiatives
- ✓ Provide guidance on reporting in your program area

APRIL – DISTRICT CONVENTION

- ✓ Celebrate club achievements
- ✓ Share highlights from your program area
- ✓ Assist with convention activities
- ✓ Support presentations and recognition

6. ANNUAL CONTRIBUTIONS

- ☐ Collect success stories
- ☐ Document club participation
- ☐ Identify emerging trends
- ☐ Share recommendations
- ☐ Prepare year-end summary

★ *Your contributions help document the impact of our clubs and strengthen our district.*

7. COMMUNICATION CHANNELS

- District Meetings
- Zoom Leadership Meetings
- District Newsletter
- Direct Communication
- Collaboration with District Committees

Strong communication builds stronger clubs and a stronger district.

8. KEYS TO SUCCESS

- ✓ Encouragement rather than direction
- ✓ Share ideas and resources
- ✓ Build relationships with club leaders
- ✓ Celebrate club accomplishments
- ✓ Support collaboration across the district
- ✓ Focus on solutions
- ✓ Strengthen Federation through service

MONTHLY REFLECTION

How did I help clubs succeed this month?

_____

_____

When we support each other, we strengthen our clubs.
When we strengthen our clubs, we strengthen Federation.

TOGETHER WE INSPIRE. TOGETHER WE SERVE. TOGETHER WE GROW.

Thank you for your leadership and dedication to Foothill District!

SF1-3 MEMBERSHIP & GROWTH TOOLKIT

MEMBERSHIP GROWTH STRATEGY PLANNER

Creating intentional strategies to attract, engage, and grow membership.

Membership growth does not happen by accident. It happens when clubs intentionally create visibility, build relationships, and provide meaningful opportunities for involvement.

CLUB NAME: _____ PLANNING YEAR: _____

COMPLETED BY: _____ DATE: _____

CURRENT MEMBERSHIP SNAPSHOT

- Current Membership: _____
- Membership Goal: _____
- Net Growth Goal: _____
- Number of Prospective Members Identified: _____

MEMBERSHIP GROWTH OPPORTUNITIES

Where will we focus our efforts?

- ☐ Friends & Family Referrals
- ☐ Retirees
- ☐ Service Organizations
- ☐ Community Volunteers
- ☐ Young Professionals
- ☐ Social Media Connections
- ☐ Community Leaders
- ☐ Parents
- ☐ Other: _____
- ☐ Business Professionals
- ☐ Community Organizations

VISIBILITY STRATEGY

How will people learn about our club?

ACTIVITY	TIMELINE	RESPONSIBLE PERSON

EXAMPLES:

- Community Events
- Social Media Campaigns
- Public Presentations
- Service Project Visibility
- Local News Coverage

INVITATION STRATEGY

How will we invite prospective members?

CHECK ALL THAT APPLY:

- ☐ Personal Invitations
- ☐ Bring-A-Friend Events
- ☐ Open House Programs
- ☐ Service Project Invitations
- ☐ Social Events
- ☐ Community Presentations
- ☐ Membership Campaign
- ☐ Follow-Up Meetings

OUR INVITATION GOAL

Number of Prospective Members to Invite: _____

NEW MEMBER EXPERIENCE PLAN

How will we welcome new members?

- ☐ Orientation Program
- ☐ Membership Buddy
- ☐ Welcome Packet
- ☐ New Member Recognition
- ☐ Early Volunteer Opportunity
- ☐ Leadership Introduction
- ☐ Federation Education

WHAT FIRST EXPERIENCE DO WE WANT NEW MEMBERS TO HAVE?

_____

_____

_____

_____

ENGAGEMENT STRATEGY

How will we help members become involved?

- ☐ Committee Participation
- ☐ Project Leadership
- ☐ Mentoring Opportunities
- ☐ Social Activities
- ☐ District Participation
- ☐ Federation Education
- ☐ Team-Based Projects
- ☐ Leadership Development

ENGAGEMENT GOALS

_____

_____

LEADERSHIP DEVELOPMENT STRATEGY

How will we develop future leaders?

- ☐ Identify Emerging Leaders
- ☐ Leadership Mentoring
- ☐ Committee Chair Opportunities
- ☐ Officer Development
- ☐ District Involvement
- ☐ Training Opportunities

FUTURE LEADERS WE WANT TO DEVELOP

_____

_____

_____

MEMBERSHIP GROWTH ACTION PLAN

GOAL	ACTION	TARGET DATE

SUCCESS INDICATORS

We will know we are successful when:

- ☐ Membership increases
- ☐ Member engagement improves
- ☐ More members volunteer
- ☐ Leadership participation grows
- ☐ New members remain active
- ☐ Club visibility increases
- ☐ Member satisfaction improves

90-DAY PRIORITIES

TOP PRIORITY #1

_____

TOP PRIORITY #2

_____

TOP PRIORITY #3

_____

MEMBERSHIP REFLECTION

What type of club experience would make someone excited to invite a friend?

_____

_____

_____

_____

Growth begins with visibility.

Membership begins with an invitation.

Engagement begins with involvement.

Leadership begins with opportunity.

Federation grows when people find purpose, belonging, and connection.

SF1-4 MEMBERSHIP & GROWTH TOOLKIT

NEW MEMBER WELCOME PLAN

Creating positive onboarding experiences that encourage involvement.

First impressions matter. A meaningful welcome helps new members feel valued, connected, and excited to become part of Federation.

CLUB NAME: _____ COMPLETED BY: _____

DATE: _____ REVIEW DATE: _____

THE NEW MEMBER JOURNEY: A POSITIVE FIRST EXPERIENCE MAKES A LASTING IMPACT.

INVITED — They are personally invited to learn about our club.

WELCOMED — They are greeted warmly and feel immediately included.

INFORMED — They understand our mission, values, and opportunities.

INVOLVED — They are connected to people and early opportunities.

ENGAGED — They feel valued, connected, and part of the team.

EMPOWERED — They grow, lead, and help Federation thrive.

1. PRE-WELCOME PREPARATION

- ☐ Receive prospective member information
- ☐ Assign a New Member Buddy
- ☐ Send a personal welcome message
- ☐ Invite to next meeting or event
- ☐ Share brief overview of the club
- ☐ Answer initial questions
- ☐ Confirm attendance and follow up

NOTES / ACTIONS:

_____

_____

_____

2. THE FIRST WELCOME

- ☐ Greet personally at the door
- ☐ Introduce to members
- ☐ Explain meeting flow and expectations
- ☐ Share club mission and values
- ☐ Highlight current projects and impact
- ☐ Provide welcome packet
- ☐ Invite to participate and ask questions

NOTES / ACTIONS:

_____

_____

_____

3. WELCOME PACKET CONTENT

- ☐ Welcome letter
- ☐ Club overview and history
- ☐ Mission, values, and impact
- ☐ Membership benefits
- ☐ Calendar of events
- ☐ Committee descriptions
- ☐ Contact list / key leaders
- ☐ How to get involved guide
- ☐ Federation resources

OTHER ITEMS TO INCLUDE:

_____

_____

4. NEW MEMBER CONNECTION

- ☐ Assign New Member Buddy
- ☐ Introduce to committee members
- ☐ Invite to social or fellowship event
- ☐ Encourage participation in discussion
- ☐ Learn about their interests and skills
- ☐ Check in after first meeting/event
- ☐ Make introductions beyond the meeting

BUDDY / CONNECTION PLAN:

_____

_____

5. EARLY INVOLVEMENT

- ☐ Invite to help with a small task
- ☐ Connect to a committee or project
- ☐ Encourage participation in event
- ☐ Ask for input and ideas
- ☐ Recognize their contributions
- ☐ Provide meaningful role quickly
- ☐ Celebrate their "firsts"

FIRST INVOLVEMENT OPPORTUNITY:

_____

_____

6. ONGOING SUPPORT & FOLLOW UP

- ☐ Check in within 7 days
- ☐ Invite to next meeting or event
- ☐ Provide ongoing information
- ☐ Encourage questions
- ☐ Offer leadership opportunities
- ☐ Recognize and thank them
- ☐ Continue building the relationship

FOLLOW-UP PLAN:

_____

_____

WELCOME EXPERIENCE CHECKLIST

	YES	SOMEWHAT	NO	NEEDS IMPROVEMENT
We personally invite new members.	☐	☐	☐	☐
We welcome new members warmly.	☐	☐	☐	☐
We provide clear information.	☐	☐	☐	☐
We connect new members to people.	☐	☐	☐	☐
We involve new members early.	☐	☐	☐	☐
We follow up and stay connected.	☐	☐	☐	☐

SUCCESS INDICATORS

- ☐ New members feel welcomed
- ☐ New members attend regularly
- ☐ New members get involved
- ☐ New members stay active
- ☐ New members invite others
- ☐ New members take on leadership
- ☐ New members express satisfaction

REFLECTION

What type of welcome experience would make new members feel excited and connected?

_____

_____

_____

_____

OUR WELCOME COMMITMENT

We will intentionally welcome every new member, help them feel included, and connect them to meaningful opportunities to serve and grow.

COMMITTED BY: _____

DATE: _____

MEMBERSHIP REFLECTION

When new members feel welcome, they become involved.
When they become involved, they feel connected.
When they feel connected, they stay.
When they stay, Federation grows stronger.

Welcome Well. Connect Deeply. Grow Together.

PEOPLE JOIN BECAUSE THEY ARE INVITED.
THEY STAY BECAUSE THEY FEEL CONNECTED.
THEY LEAD BECAUSE THEY ARE EMPOWERED.