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**GENERAL FEDERATION
OF WOMEN'S CLUBS**

Unity Membership Challenge Flyer

Five Challenges, One Mission – Shine like a Star

**Strengthening Tomorrow's Active Role Models through Service,
Connection, and Growth**

Deadline February 1, 2028

S – Shine in the Community (Public Presence Challenge)

Make GFWC visible and vibrant in everyday community life.

Choose 5+ activities; info tables, community banners, GFWC attire, library displays, observance decorations.

Deliverable: Community Touch County Sheet + 2 photos

T – Tell Your Story (Awareness & Advocacy Challenge)

Share GFWC's mission, heritage and impact.

Choose 4+ activities; media features, speaker events, spotlights, exhibits, nomination boards, civic presentations.

Deliverable: Press & storytelling log + published samples



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A – Activate Partnerships (Collaboration Challenge)

Build Strategic alliances that grow your reach and reputation.

Choose 3+ activities: co-host events, partner with schools or businesses, join local coalitions, spotlight partners.

Deliverable: Partnership log + partnership testimonial

R – Recruit Through Service (Service to Membership Challenge)

Turn community service into connection opportunities.

Choose 3+ activities: bring-a-friend service day, ambassador role, recruitment theme, childcare option, welcome packets

Deliverable: Guest list + follow-up plan + highlight board

S – Spark a Connection (Belonging & Engagement Challenge)

Create a sense of belonging that keeps members shining.

Choose 4+ activities: buddy program, new member pinning, mentoring circle, social gatherings, volunteer roles.

Deliverable: Retention plan + member testimonial.



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Recognition – Clubs completing all five challenges earn **GALAXY Star Club** recognition at Annual Conference in 2028. Clubs completing 4 challenges receive **North Star Club** recognition and those completing 3 challenges **Rising Star Club** recognition.

“When we Shine, Tell, Activate, Recruit and Spark together; we build stronger clubs and brighter communities – the true spirit of GFWC Unity in Diversity.”