

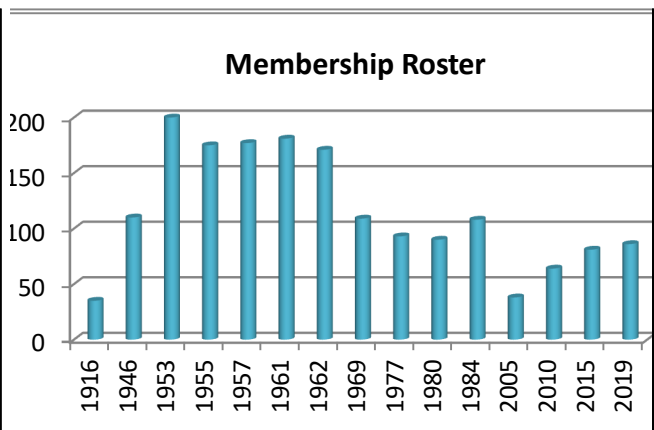
## Membership – 1906 to Today!

Club MOTTO:

*“We are a place where women come together to work toward a better community for all.”*



The Club, located in Alamo since 1906, erected its Clubhouse over 68 years ago. AWC has been aligned with General Federated Women's Clubs since 1921.



Our membership has varied over time from very small in the early years to very large, nearly 200, in the '60's when members

were juried and sponsored. Like many social clubs that juried, membership declined in the 1970's.

After the social disruptions of the 1960s and 1970s and trends changing away from social clubs nationwide, our membership also began to falter. With membership of 171 in 1962, it fell to 93 by 1977. Over the next 30 years numbers dwindled, primarily due to women returning to the workforce. Those remaining Club members aged until only 38 remained in 2005!

**What changed?** Around 2005, renewed interest began in AWC with the confluence of several micro and macro factors:

1. The decade from 2005 saw women retiring and wanting philanthropic outlets for their energy
2. Our longtime philanthropy help and our sociability as we volunteer became a draw
3. Unlike many clubs our laissez faire requirements of not tracking time spent on projects served us well as members are busy w/travel, help with grandchildren, and volunteer
4. It is more difficult for a person on their own to approach a philanthropy without vetting. Under our umbrella that obstacle is removed
5. New members have brought in friends and neighbors.

These factors are some that have propelled new members to seek out our Club.

**WELCOME to AWC!**

By 2009 new Club leaders recognized that more membership outreach was needed to rebuild.

We began publicity in local papers, banners notifying Boulevard

drivers of our presence and activities, urged new members to bring friends, upped the budget drawing higher quality speakers, made plans to renovate the tired Clubhouse, and reached out to other community groups: *all to make AWC's presence more well-known and increase membership.*

## So who are we now?

- We are teachers and principals, realtors, Rotarians, PTA members, bankers, a travel agent, event



planners, speech pathologist and physical therapist, veterinary dentist, a marathon runner, software developer, financial planner, nurses, garden club members, moms, grand moms,

caterers, company executives, insurance brokers and even a published cookbook author, and more.

- 95% of our membership joined in the last 10 yrs
- Joining in 1983, Norma Scruggs (former President) is our current, longest standing continuous member. Congrats, Norma, on your 35 years of membership!

**Where are we going?** For the future, continued membership renewal and membership retention are goals. We have spent a decade building up.



We want to rise above what's happening to other service groups who are still losing members at fast rates

from 25% to 60% losses over the decades; think Lions, Elks, Rotary, Soroptomists, and more.

Many speculate that while technology has increased social isolation, particularly among younger generations, and fostered social club's floundering membership in the last ten years, that it also enhanced "getting the message out" for recruitment via websites and social media.

**The Question IS...** Is our AWC balance of philanthropy with social and play a good fit for members' lifestyles? Will we use technology to our advantage for future recruitment?

Our motto describes us.

Our philanthropy efforts over 100 years of community service via scholarships, direct donations, in-kind goods and hours of work on projects defines us.

The result shows we have adapted to changing conditions and mindset, continued helping and are proud of our tradition of recognizing others' needs with good will and sociability amongst us.

Vicki Koc, Historian