



**Double Your Influence...Add To/2
NVON Project in Common
2019 – 2021
2021 Report from States**

Arkansas Extension Homemakers Council

sustains our membership by having a good working relationship with each of our members. This happens when you take someone to lunch or out to coffee just to visit, send out cards, or make a quick phone call. At the meetings, make people feel needed by letting them take part in the meeting, listen to their ideas, encourage them to share their thoughts, and remind them that even if their idea is not used this time, that perhaps it will fit in at another time. To recruit new members, the first thing to do is simply ASK, ASK, ASK! Remember not everyone is going to say yes, so don't stop with just one person. Marketing our EHC is done by getting newspaper articles published about our community projects. The County Fair is also an excellent way to show the community just what EHC has been doing. A LOT of people still do not know about EHC, so we must educate them.

Illinois Association for Home & Community Education

The Illinois Association for Home & Community Education (IAHCE) during 2020 continued to encourage the Counties by sending the State Newsletter, posting uplifting messages on Facebook, holding a virtual August District Workshop, and sending a recorded Christmas message in December to the membership. Our efforts were to maintain as best as we could during the pandemic. The University of Illinois Extension also held virtual webinars for our memberships as well as for the public in an effort to keep our organization in the public eye. Illinois HCE counties continued their efforts to encourage their membership by writing newsletters, holding meetings virtually, volunteering where needed, and in some cases finding creative ways to meet with their membership. Illinois did have gains last year but not enough. We still suffered losses due to reasons beyond our control. It is our goal to remain positive and continue to encourage building enthusiasm and membership in HCE!

Indiana Extension Homemakers Association

Indiana has put membership as a top priority to focus on in our state, with addition of new members, the formation of new clubs, and retention of members as goals. At our most recent state conference, two educational sessions were conducted on membership and from the evaluation forms that were turned in, those sessions were the most popular and most widely attended. One session was “Young Homemakers...So Alike Yet So Different” and the other “Meeting Membership Needs With Multiple Generations”. Both sessions based their discussions on how can IEHA meet the needs of different generations. Meeting the needs is a much different approach to membership and in both sessions attendees explored ideas on how to make IEHA more attractive and relevant to one’s everyday lives, whether in your 20’s, in your 90’s or somewhere in between.

We have encouraged our counties to create and maintain a Facebook page to increase awareness of our organization. We held a Facebook training on ZOOM to help our members learn tips and techniques to starting a page. Other social media avenues have also been promoted as methods of reaching new members. IEHA recently updated their recruitment trifold to make it more attractive and contemporary. We are encouraging clubs and counties to partner or collaborate with other groups with similar interests so that each group raises awareness of not only the cause or topic at hand but of their organizations as well.

Indiana has several special interest clubs and we hope to encourage growth in that area. Of 92 counties in our state, not all counties have Extension Homemaker clubs. We hope to turn that around and establish at least one club in every county.

Statistics and data were difficult to obtain because of the pandemic interruption, but IEHA members worked diligently behind the scenes on increasing membership and growing our organization.

Kentucky Extension Homemakers Association

has lost members in the last year largely due to the pandemic and the inability to meet in person. Internet access is a problem in many of our rural counties so virtual meetings don't work well. We have newly elected officers working on new and exciting ways to maintain and increase our membership in the coming months. I am sure it will be a gradual process as many people are still hesitant to meet in person yet. But we are Homemakers, and we will overcome this latest hurdle!

Michigan Community Education Outreach

Our State has really struggled with membership over the last two years. Our membership is down largely due to older members and deaths. In those groups who have maintained or increased in numbers, it seems that the personal invitation has worked the best. Inviting people to a couple of meetings where they can see what we do has seemed to capture the interest of newcomers.

South Carolina Family and Community Leaders

has been impacted like all other volunteer organizations due to the pandemic, but members seem to do what they can for their own community. In our small state with 666 members, we had 46 new members join in 2019, 53 new members in 2020 and 24 new members join in 2021

Our education lessons are online so members can still learn and use our lessons even though many have not meet in person until recently.

We have had meetings on ZOOM several times, but the older members don’t really like the computer meeting concept.

We do have a promotion brochure on our website so members can print their own and place them where they see fit in their own community.

We recognize members for the length of time they have been members starting at 25 years and now we have members with 65-year certificates. In our last newsletter we recognized 60 members for their years as members. What a great honor to have people in a 100-year-old organization for 65 years, now that's retention.

Members are anxious to meet in person and have that one-on-one touch. Plans are to start in Fall 2021 with in person meetings and we can hardly wait.

West Virginia Community Educational Outreach Service, Inc.

One of our agents Ami started Purposeful Reading Zoom Book twice a month during the pandemic and still continues. Books are chosen from our reading list. We used to link every session which presented all our 2020 lesson via Zoom twice a month. Attendance was 20-35 per session.

WVCEOS held our annual conference via Zoom in October. Conference was nine days, Lessons, committee training, officer training, cooking classes and craft classes were part of the conference. Registration was free and 250 registered.

In Spring of April, we held for the first time a Spring conference, also virtual This was a week-long conference and eighty-five attended. Counties and Areas held virtual meetings to stay in contact with their members.

Donations to the VA Medical Center were dropped off at the 4H center. Members basically drove up and our program assistant removed them from their cars.

Two counties raffled off quilts for Breast Cancer, they sent a message to county presidents to share with their members and tickets were mailed to those wishing to purchase.

Meals were donated by Texas roadhouse, prepackaged and sold for Breast Cancer which netted over \$6000.00

Club presidents sent cards or called members to ensure they were safe and healthy or possibly need groceries.

As of June 20, 2020 we are able to meet with no restrictions or masks.

But food is still not allowed at our events.

We gained fifty new members as a result of opening the conference to anyone who was not a member. We had PSA's, articles in local newspapers and went on TV to promote the conference. We gained an additional 75 new members, from clubs posting information about CEOS on their county Facebook pages and promoting CEOS during our annual CEOS Week in May.

But unfortunately, we had approximately thirty deaths due to COVID and five counties that did not pay dues which equals five hundred less members.

Wisconsin Association for Home and Community Education

HCE Members in Wisconsin have tried many things to retain and grow membership. Social Media has become a new way to communicate. We have initiated a website for every county and many counties have Facebook pages. WAHCE members and clubs have conducted teas, garden walks, held outdoor meetings and drive-byes during the pandemic. One county had an "invite your daughter to an HCE meeting" in April. Another way to invite people to check us out was by making bedding for the Sleep in Heavenly Peace bunk bed making project. A Days for Girls sewing event was also a great way to recruit members.

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