



## Membership Rejuvenation

### Grandmothers to Grandmothers Campaign Call Summary Notes – May 16, 2019

#### **Grandmothers groups represented on call:**

British Columbia: Golden Ears Gogos, Nelson Grans to Grans, Neighbourhood Grans to Grans,  
Victoria Grandmothers for Africa  
Alberta: Ujamaa Grandmas, Eastside Grannies  
Saskatchewan: G4G Prince Albert, G4G Saskatoon  
Ontario: Grannies All About Kids, Grandmothers Partnering with Africa, Unitarian Gogos,  
Grandmothers by the Lake, Gugu Gogos, Quinte Grannies for Africa  
New Brunswick: Shediak Area Grans for Africa  
Nova Scotia: The Bay Grandmothers, Malaika Grandmothers, Dartmouth Grannies

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*The May Campaign Call was a wonderful discussion about the various ways groups have found for members to connect with one another, and stay engaged in the Grandmothers Campaign solidarity movement. From social activities to educational workshops, read on to see how groups stay energized in their group activities and fundraising initiatives.*

#### **What activities or initiatives have groups found to be meaningful, engaging and energizing for their members?**

- **Social activities** outside of group meetings:
  - Book clubs – whether the book list is related to the [Grandmothers Campaign](#) or not, book clubs have been a fun way for members to get to know one another (see below for some reading recommendations)
  - Social events – lunches or dinners just to get-together and try out new restaurants in the community
  - Outreach/Awareness activities that allow socializing, ex. Knit in Public Day
- **Celebratory events**, like an end-of-year potluck, teas to honour and recognize founding (or older) members (and learn about the roots of the groups), spring picnic to honour your collaborative work and everything you've accomplished together
- **Education components** to meetings or education workshops in addition to meetings
  - This could be reading from Grassroots newsletters, the SLF Year in Review, *Powered by Love*
  - One group focuses on one African country per year and reads material, articles, etc. about this country throughout the year to deepen their understanding
  - Show short videos created by the SLF/Grandmothers Campaign at group meetings to connect members to the “why” of the work (video resources available to groups are listed in the last section of this document)
- **Inventory members' skills** and interests so that members can participate in activities they enjoy
- **Survey members** to understand what sort of social activities they are interested in; one group created a connections committee for this purpose (to understand what members want, and implement activities in response)
- **Acknowledge, affirm and appreciate hard work**
- **Regional initiatives/collaborative events** – working with other groups in the region is a chance to experiment with new events and initiatives and meet other members of the Campaign
- **Support groups** and systems for members, including meals and cards during difficult times or during celebratory moments.
- Collaborative decision-making processes so that members feel engaged, and have agency within the group rather than decisions being made by the leadership alone.
- **Use website/Facebook** pages to communicate group achievements and impact of the Grandmothers Campaign so that members (as well as your group's supporters) connect your group's activities to the collective work of the Grandmothers Campaign
- **Diversify group activities** and fundraising events to engage more members (and potential members) who might not craft/sing/quilt/etc.
- **Hold events that are both socializers and fundraisers**

## Membership: Recruitment & Retention Campaign Call Summary Notes, April 18, 2019

- Pub nights/Boston Pizza nights/etc. (where restaurants donate a percentage of profits from the evening to your group) are not as labour intensive and typically are attended by group members and their friends, so you have time to eat, chat and socialize while still raising funds.
- **Have a social activity immediately after fundraising events** – one group goes out for lunch/dinner following their fundraising events to unwind, debrief and have fun!
- **Revisit meeting times and locations** to accommodate those who may still be working or have daytime commitments, as well as those not comfortable driving at night.
  - One larger group holds two meetings a month a different times/locations to make it convenient for as many members as possible to attend and stay up-to-date with group activities.
  - Some groups alternate meeting times between day and night, or hold evening meetings during the spring/summer when it stays light longer, and daytime meetings during the winter when driving is more difficult.

**\*\*NOTE:** If you are interested in learning more about any of the ideas shared above, please get in touch with the Grandmothers Campaign Team and we'd be happy to connect you with a grandmothers group member who can share more details. Email [campaign@stephenlewisfoundation.org](mailto:campaign@stephenlewisfoundation.org) or call 1-888-203-9990 ext. 0 (ask to be connected to a member of the Grandmothers Campaign Team).

### Grandmothers Campaign Resources

Here is a round-up of resources that may be helpful if your group chooses to pursue some of the ideas shared on this call, including showing short videos at group meetings, reading excerpts of SLF and Grandmothers Campaign materials to deepen members' understanding of the work they are supporting, and starting a book club as a socializer among members.

- **Videos**
  - The SLF YouTube channel: <https://www.youtube.com/user/stephenlewisfdtn/playlists>
  - Facebook live conversations with staff members of SLF partner organizations and African Grandmothers: <https://www.facebook.com/SLFgrandmothers/videos/>
- **Resources that can help guide education component of group meetings:**
  - Grassroots: <https://www.stephenlewisfoundation.org/news-resources/grassroots-newsletter>
  - SLF Year in Review (2018 version will be out in the near future): <https://www.stephenlewisfoundation.org/news-resources/publications>
  - *Powered by Love* (reading excerpts)
- **Book club titles** that we've heard grandmothers groups have used:
  - *The Girl Who Smiled Beads: A Story of War and What Comes After* by Clemantine Wamariya
  - *Powered by Love* book club resource: [https://www.stephenlewisfoundation.org/assets/files/Powered\\_by\\_Love\\_Book\\_Club.pdf](https://www.stephenlewisfoundation.org/assets/files/Powered_by_Love_Book_Club.pdf)
  - *Grandmother Power: A Global Phenomenon* by Paola Gianturco
  - *28: Stories of AIDS in Africa* by Stephanie Nolen
  - *Little Bee* by Chris Cleave
  - *Americanah* by Chimamanda Ngozi Adichie
  - *The Memory of Love* by Aminatta Forna
  - *Born a Crime* by Trevor Noah
  - *Things Fall Apart* by Chinua Achebe
  - *A Dance of the Forests* by Wole Soyinka
  - Articles that may be helpful with further reading recommendations:
    - "Chibundu Onuzo Recommends a Reading List of African Authors": <https://electricliterature.com/chibundu-onuzo-recommends-a-reading-list-of-african-authors/>
    - "Africa's Must-Read Books of 2018": <https://africanarguments.org/2018/12/13/africa-books-2018-must-read/>
  - **General interest**

## Membership: Recruitment & Retention Campaign Call Summary Notes, April 18, 2019

- *Factfulness* by Hans Rosling
- *A Walk on the Beach* by Joan Anderson
- *A Short History of Progress* by Ronald Wright
- *The Immortal Life of Henrietta Lacks* by Rebecca Skloot

**Thank you for a great call everyone!**

Join us for the **June Campaign Call on Thursday, June 20 at 12:30pm ET** to share fundraising ideas, strategies and questions about past or upcoming events and initiatives that your group has held (or is thinking about holding). Contact the Grandmothers Campaign team at [campaign@stephenlewisfoundation.org](mailto:campaign@stephenlewisfoundation.org) for conference call dial-in details, or sign up on the Grandmothers Campaign website: <http://grandmotherscampaign.org/get-involved/campaign-conference-calls/>