



EFFECTIVE
and
FUN

CFBPW
MEMBERSHIP
CAMPAIGN

Dear CFBPW Members,

With this message I wish you all a most wonderful 2026, fresh, new, full of hope and determination, all wrapped up in a renewed energy!

All of us having reflected for a long time on '**How to increase our CFBPW membership**', I am delighted and deeply grateful to the Executive Committee for having recently given the green light to a little membership promoting brochure I had submitted earlier in 2025, now printed and ready to go for distribution. **I DO BELIEVE IN IT!**

Very shortly each Club will receive its share of the 1,000 copies printed initially, then, based on our own determination, enthusiasm and good observation of well targeted spots where they should be dropped, we should anticipate and soon look forward to be welcoming new members.

Let us call it : **'OPERATION MEMBERSHIP '26'**

to be undertaken, as a priority project, within January '26, towards the energetic reconstitution of our Clubs' Membership.

There are several ways to go about the distribution of these brochures: You can either

- Take a little pile by yourself and place then in spots that you are familiar with, not further than 5 miles from the place the members of your Club generally meet ;

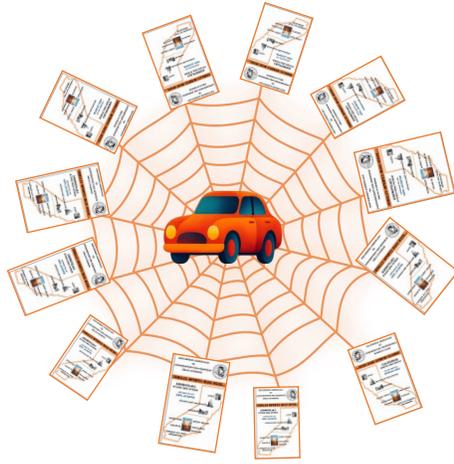
Should you feel isolated with this procedure, including parking difficulties, then let me suggest:

Operation TEAM of 2 OR for more fun and enthusiasm Operation SPIDER!

- In Operation TEAM of 2 : One drives close to the good spots and waits, while the other distributes quickly in and out of the car. Leaving little

piles of brochures. This will also give you a unique opportunity to catch up with each other ... something we are all missing, even if Zoom has found its place for the past five years.

- **In Operation SPIDER: One driver and 3 or 4 passengers who spread like a web and distribute —This can become as much fun as you choose to make it!**



Ultimately WHERE YOU CHOOSE to drop ALL the brochures your Club has received is up to you as you know best the area where you enjoy meeting the most and all the best targets points surrounding it.

Having said that, please find, here below, the essential places where, as a priority these brochures should be left. Those are crucial target points which not only will remind people of our existence generally and the work we do, but above all it will speak to all women visiting these particular places whether they are about to start a business or professional life, or between jobs, or recently retired. Also, whenever you can, give them a brochure with a few friendly words, This is why JANUARY is so important—It is a time for spontaneous greetings and new beginnings!

Plan the Day — Create a Map >>>

>>> covering all major places where the brochures, by little packs of 5 to 10, should be distributed:

Libraries, Universities, Colleges, Churches (*women go there regularly*), Banks, Chambers of Commerce, Town Halls, Charity shops, Ladies' rooms in very good restaurants, theaters, concert halls, your dentist waiting room, on your hairdresser's little table — Train stations (little packs on benches) ... and just one brochure in some letter boxes of middle class areas where women live and work.

Finally: In view of the structure of our website. BPWCAL.ORG will open our Homepage and any potential new member will click on '**Join BPW**' ... leading to '**JOIN NOW**' where they will find a form with our terms. They may also click on '**Find a Club Near You**' and reach most likely the Club's President or the Club's Secretary.

Be attentive! In just a few minutes, your type of 'welcome', whether 'warm' or 'indifferent' will be key for any new member to see in BPW either an open and welcoming organization ... or a brick wall. Her very first impression rests with you!

Monique



CALIFORNIA FEDERATION OF BUSINESS AND PROFESSIONAL WOMEN'S CLUBS

BPWCAL.ORG

A PART OF

NATIONAL FEDERATION OF BUSINESS AND PROFESSIONAL WOMEN'S CLUBS

NFBPWC.ORG

AND

AN INTERNATIONAL ORGANIZATION

BPW-INTERNATIONAL.ORG

JOIN US!



CALIFORNIA FEDERATION OF BUSINESS AND PROFESSIONAL WOMEN'S CLUBS

...JOIN OUR CFBPW CLUBS!



CALIFORNIA NORTH AND SOUTH

For all inquiries:
BPWCAL.ORG

A WORLDWIDE ORGANIZATION OF WOMEN HELPING WOMEN
NFBPWC - Founded in 1919
CFBPWC - 1920
BPW-INTERNATIONAL 1930

OUR MISSION

To promote and support equity for working women in all phases of their lives and to promote personal empowerment and professional development.

- ◆ To advocate on state and national legislative issues of importance to women.
- ◆ To foster connections among women to promote CFBPW and its members.

CFBPW INCLUDES THE FOLLOWING TYPES OF MEMBERS

- ◆ Student
- ◆ Young Professional
- ◆ Re-entry to the workforce
- ◆ Mid-career
- ◆ Peak of career
- ◆ Retired or retiring

GREAT REASONS TO JOIN CFBPW

IMPACT: Be part of a movement to make a difference in the lives of working women.

NETWORKING: Exchange ideas, explore business opportunities, and share common goals with other business and professional women.

ADVOCACY: Stay informed and participate in state issues critical to working women.

EDUCATION/CAREER ENHANCEMENT: Participate in programs designed to provide personal and professional development.

ACCESS TO EDUCATION FUNDS facilitating further education.

LEADERSHIP: Develop leadership skills.

TOP PRIORITIES

- ERA - Equal Rights Amendment**
- Gender Equality**
- Equal Pay**
- UN Representation**
- Commission on the Status of Women**
- Women on Boards**
- End Domestic Violence**
- End Human Trafficking**