

NFRW GOALS

Martha Jenkins, North Carolina
Nominee for NFRW 3rd Vice President, 2010-2011

NFRW's biggest challenge is increasing membership, and I believe that everything the NFRW Executive Committee decides should be based on the question, "Will this bring us new members?" This is not our mothers' or grandmothers' Federation anymore, nor should it be. We must be the Federation of our daughters and granddaughters. NFRW has always been the anchor of the Republican Party, and we must remain the anchor and foundation of our party, but we have to find different ways to communicate with Republican women and new ways to recruit and retain members.

The next Executive Committee will have the distinction of transforming the Federation into a vibrant, thriving organization that Republican women all over the country will know about and want to join. We can accomplish this through greatly-increased media campaigns. The Executive Committee will have to set the pace for every state federation and every club. I believe there should be frequent, even daily communication with state presidents and club members from NFRW, and as 3rd Vice President, I will work with the staff and the rest of the NFRW Executive Committee to convert NFRW into a growing, cutting-edge organization.