**HOW TO PROMOTE FAWCO FEVER WITHIN YOUR CLUB**

**Moderator: Johanna Dishongh**

First we discussed why people don't engage in the 'fawco stuff'

joined club for social side and see FAWCO as extra

don't understand the 'what's in it for me side' - concerned that it means more work

website is overwhelming

other issues become diluted by all of the fundraising

with regard to traditional expats:

going back so US Issues aren't as crucial to them

more interested in experiencing host country culture, etc than engaging in global issues

The following were suggesting to overcome issues above:

The common consensus was that the visibility of FAWCO within the club was directly related to the FAWCO rep.  There was discussion about the importance of filling this with a someone who will actively promote FAWCO.

Take the opportunity to tie general meeting speaker/topic to the FAWCO pillars/issues.

Share list of those involved with FAWCO (board, chair, task force member, etc) with clubs within in the region.  Especially if they would be willing to visit a club for a presentation about their area.

Promote non US topics with clubs - most people think it is only for US

Utilize club workshops - perhaps Mary could send around a list of available workshops (maybe she already has but those in this group were not aware of it).

Organize single topic regional meeting/workshop.

Organize a one hour 'info to FAWCO' session for clubs - maybe something Sallie/Mary could put together for reps.

Share monthly articles around the region with guest authors within FAWCO

Organize a FAWCO committee instead of just one rep.

Promote the mobility of FAWCO - if you have a particular interest area within FAWCO, it can move with you.  You will almost always find a FAWCO friend in a new location.

One attendee said she came to the conference because 'she was asked' and it is at the right time in her life.  Another also said the time was right now for her to engage in FAWCO, which promoted discussion around the life cycle of club members (also based on social comment above).  Different members are open to FAWCO at different times during their club affiliation.  We just have to continue to promote FAWCO and sometimes even repeat info from one year to the next.