



# Growing New Members

Sowing the seeds of growth by adding new members

# Who?

Everyone interested in landscaping, flower arrangements, horticulture and learning new tips and techniques to advance their knowledge of nature.



# What?

Growing our clubs and  
sharing our love for  
gardening with the  
world



When?

**NOW!**



# How To Increase Membership?

- 1) Talk to people. Tell everyone how much you enjoy your local Garden club.
- 2) Invite anyone you think might be interested to your meetings.
- 3) Have a presence on social media for your garden club. Post pictures and events.
- 4) Award "Garden of the Month" to outstanding yards. Give 1 free year of membership.
- 5) Speak to local civic clubs and highlight the projects you are working on to improve your community.
- 6) Hold Flower shows and encourage non-members to participate.
- 7) Have flower designing demonstrations at any civic activity.
- 8) Send out invitations to Flower Shows.
- 9) Create displays at libraries and other civic buildings. Have club applications available.

# How To Increase Membership?

- 10) Make meeting times “more friendly” for working women.
- 11) Give presentations to other clubs and organizations – invite them to one of your club meetings.
- 12) Provide a workshop for members and non-members – teach a simple flower design with each participant making one.
- 13) Have a special coffee or tea with each member bringing a guest.
- 14) Invite friends to a “Decorate a Hat Contest”.
- 15) Make you community aware of your activities.
- 16) Use referrals from other members.
- 17) SMILE – show you are having fun at work/project sites.
- 18) Have a “Meet and Greet” at some type of civic activity.
- 19) Send out invitations to special activities in your club.
- 20) Offer 1<sup>st</sup> year dues free to new members.
- 21) Hold meetings in public places; civic centers, libraries, restaurants.

# How To Increase Membership?

- 22) Advertise.
- 23) Have an active membership committee.
- 24) Leave fliers in public places; applications, club activities, etc.
- 25) Have an incentive prize for members that bring in new members.
- 26) Hold a Tour of Homes.
- 27) Hold an "Open House" displaying scrapbooks, awards, educational exhibits, flower designs.
- 28) Make club membership information available to new-comer groups in your city.
- 29) Have couples clubs.
- 30) Include a school in a project/program.
- 31) Encourage Youth Clubs.
- 32) Invite prospective new members 5-7 time. (Sometimes it take many times before they come.



# How To Retain Membership?

- 1) Have programs of interest.
- 2) Have good snacks or meals.
- 3) Take field trips.
- 4) Ask members to be involved in projects and committees.
- 5) Make members feel special at the meetings.
- 6) Delegate responsibilities according to interest and ability to keep them interested.
- 7) Do not overload responsibilities.
- 8) MAKE IT FUN!
- 9) Make every member feel useful.
- 10) Participate in other activities together.
- 11) Have regular design and horticulture programs.
- 12) Visit interesting gardens.



# How To Retain Membership?

- 13) Don't overwork your members. Don't get involved in more projects than you membership can handle.
- 14) Do some group activities just for fun.
- 15) Include families.
- 16) Provide a good orientation of what your club is about.
- 17) Have workshops.
- 18) Have projects reflect the interests of your members.
- 19) Have individual study groups according to interest.
- 20) Make them feel part of the group.
- 21) Keep meetings interesting and short.
- 22) Have fewer fundraisers.
- 23) Hand out a survey and ask members what programs they would like to have, field trips, subjects they would like to learn.
- 24) Intra-club activities with neighboring clubs.

# How To Retain Membership?

- 25) More seminars-diversify educational opportunities.
- 26) Have hands-on gardening or civic projects.
- 27) Make things easy – awards, forms, meetings.
- 28) Have new member workshops.
- 29) When your club or members win awards, make it a special presentation.
- 30) Less rigidity, less emphasis on rules, less formality.
- 31) Do good – Do it well – Have fellowship – Move on.
- 32) Revise your goals annually – adding new ones according to interests.
- 33) Delete the same old, same old.
- 34) Make meetings shorter – pass out booklets of reports from committees.
- 35) Partner with area nurseries, flower shops, Home Depot, Lowes – ask them to offer % off coupons for members.

# How To Help Our Members Flourish?

- 1) Have a variety of educational programs.
- 2) Network with area garden or species (Orchid, Daylilies, etc) clubs to give programs or demonstrate their specialties.
- 3) Pair new members with a mentor.
- 4) Have workshops, tours and speakers.
- 5) Encourage participation in our schools.
- 6) Use regular media and social media to promote activities.
- 7) Have workshops on design.
- 8) Praise, praise, praise jobs well done.
- 9) Have hands on projects – Make and take projects.
- 10) Give small responsibilities to new members – learn what talents they have and encourage them to share.
- 11) Have area Ag agents give programs.
- 12) Encourage members to attend District, State and South Central Convention.

# How To Help Our Members Flourish?

- 13) Allow members to have input – They feel part of the club and feel some importance.
- 14) More networking between clubs.
- 15) Don't overwhelm.
- 16) Community projects.
- 17) Grant writing workshop.
- 18) Have a speaker list available in the district – good resource for providing good educational programs.
- 19) More internet access to classes.
- 20) Encourage veteran members to pair up with new members.
- 21) Small round-table discussions for large clubs.
- 22) Write articles of interest for area newspapers.
- 23) Participate in area Farmers Markets, Fairs and Festivals.