



MEMBERSHIP AND LEADERSHIP

Notes from the Regional Roundtables

PROMPTS:

CONCERNS, IDEAS and SUGGESTIONS:

<p>Retain and Increase Club Membership</p>	<ul style="list-style-type: none"> • Have both Daytime and Evening Meetings; Alternate monthly • Try weekend meetings • Have Zoom meetings in winter months • Consider Hybrid Meetings • Have a "Membership Day" and invite the public • Offer Car Pools • Membership Drive – Social Media & Publicity • "Sip and See" - an evening for prospective members • Have some meeting in members' homes or an interesting venue • Advertise meetings and club events in Social Media and Town newsletters and papers • Involve Past Presidents more • People just in retirement are good candidates for memberships • Evening workshops – part of a membership drive • "Friends of the Garden Club" – no dues • Know the needs of all the members • Apply for State Awards and Present Awards at meetings Agenda and Format of Club Meeting should include "fun" • Setup "Membership Table" at Town Events • Remind members why they joined – Friendship, Companionship, Learning, Gardening, Design, more. • Be welcoming and inclusive at all events • Wear Club hat, shirt, pin to outside events and talk up Club
<p>Attract New and Younger Members</p>	<ul style="list-style-type: none"> • Find ways to accommodate young children at meetings • Younger members will want to bring their friends • Provide a "mentor" for new members • Provide a "Provisional" time period for new members • Provide a simple craft or floral design at the meetings • Hire speakers that interest younger members • Give "SWAG" to new members (hat or apron) • Be all over Social Media • Find out the local Schools social media • Shorten Business Meetings and get to the Fun • Conduct surveys to find out what new members are interested in

	<ul style="list-style-type: none"> • Make sure new members feel they have a “Voice” in what’s happening in the club • Conduct a survey- What did you like about Garden Club? • “Come and learn to Garden” • Newly retired are good candidates for members • Continue Gardening and Civic activities in the summer • Evening workshops: “Wine and Design” • Begin a Youth Gardening Program – Contact Middle and High Schools; Youth Programs attract parents to your club • Community Projects attract younger members • Promote all club events on social media • Update and modernize your Facebook, Instagram and YouTube • Update your website with current info and happy photos
<p>Stimulate Interest in Leadership Positions</p>	<ul style="list-style-type: none"> • Nominating Committee makes personal calls, inviting members to take on larger roles • Officers should have “fixed” terms • Introduce Co-Chairs and Co-Officers • “Try it Out” program for President and Officer positions • Everyone has been President in smaller Clubs • What is the resistance to stepping up to a leadership position • Should be “fun” • People feel “not qualified” • Past Presidents should be “advisory” • Make it clear what the job responsibilities are • Try new ways of Club Leadership
<p>Encourage Participation in Club Programs and Activities</p>	<ul style="list-style-type: none"> • Create Teams and team leaders for civic garden work • Provide an Interest Sheet each year with Dues Form; Ask about “Skills” that a person has • Personal “Asks” work the best • Keep up to date records of job responsibilities • Keep activities going all summer • Club jobs that can be done at home • Call: “ I have openings in this Committee...” • Get new members assigned to committees asap • “Flower Bingo” • Different Committees lead discussion and projects at meetings • Post Signs at Civic work: “Garden Club Members at Work” • Branding – Update logo and colors; Put on all documentation, signage, hats, shirts, etc.

<p>Evaluate Membership Requirements and Member Responsibilities</p>	<ul style="list-style-type: none"> • Modify requirements and levels of membership • Accommodation for longtime members • Membership requirements should be stated online (Meeting attendance, committee work, gardening, etc.) • Have Active and Associate Member levels • Review Club Mission Statement • Many Clubs limit membership to a specific number • Do you have a Manual of Duties? • Levels of membership • "Buddy System" • Keep records of what each job is • Create a Membership Pledge to recite once a year
<p>Diversity Concerns</p>	<ul style="list-style-type: none"> • Clubs want more men • Clubs offer "2 for one" membership – good for couples • Some towns have diverse populations • Have Programs that attract diverse members • Reach out to Churches, Library, Historical Societies, more • Engaging Programs with "Public Facing" events
<p>Other</p>	<ul style="list-style-type: none"> • Share Resources with other clubs and organizations • Have Emergency Contact Info. for Members • Need sense of order at meetings • Do you run meetings like a business – is there fun? • Consider new ideas for meetings • "Friends of the Garden Club" – no dues • Annual Award to a business for efforts in sustainability • Wreath contest for the Town • Photo Directory with photos and descriptions of events • Create a Rack Card that describes your Club and its activities and invite people to join – QR code – goes to your website • Have a Public Relations Plan – Who are we? • Revise your Bylaws if they do not meet the needs of your members