

Membership Matters

The 3 R's of Membership: Recruit, Retain, Revitalize

Recruitment: By-laws should be friendly	<ul style="list-style-type: none"> ● Cap on number of members? ● Automatic acceptance of new members? ● Dues too high or low? ● Meeting times & frequency?
Are visitors welcomed?	<p>Greeters should be present to do the following for visitors & new members:</p> <ul style="list-style-type: none"> ● Welcome & visit ● Inform them about the club ● Introduce visitors to existing members ● Invite them to attend other meetings
Advertise your club	<ul style="list-style-type: none"> ● Internet: Webpage, Social Media, Cross-market online with partners & affiliates ● Newspaper - gardening article, garden club activities ● Community Calendar - dates of meetings & events ● Participate in local events ● Sponsor events & assist with community initiatives ● Perform services & programs in the community ● Celebrate National Garden Club Day with projects, newspaper articles, and mayoral proclamations.
Use signage	<ul style="list-style-type: none"> ● Use signs about garden projects ● Yards of the month ● Business cards ● Welcome signs - roads ● Signs with projects - Ex. flower beds in parks, downtown streets, etc.
Other ideas	<ul style="list-style-type: none"> ● Word of mouth ● Booths in fairs, festivals, & at local activities ● Garden club flyers ● Volunteer to present garden programs to local groups
Retain members	<ul style="list-style-type: none"> ● Recognize what members are able to do <ul style="list-style-type: none"> ○ (Ex: Physically, talents, interests, & financially) ● Keep meetings short & interesting ● Avoid gossip & include everyone ● Encourage members to meet & greet each other
Encourage meeting attendance	<ul style="list-style-type: none"> ● Offer interesting programs & speakers ● Send cards to ill members ● Encourage members to offer rides to meetings & activities ● Encourage members to attend state and national conventions, district meetings, flower shows and landscape schools ● Embrace technology - email information, invitations, & documents ● Phone committees to remind members about meetings ● Garden club field trips & activities
Utilize resources	<ul style="list-style-type: none"> ● Club presidents should go to the National Website for Club Presidents, as it provides a great deal of information about how to improve your club. ● If it can be of help, please contact me, Patty McComas, Membership Chairman: 304.642.7941/pamccomas9000@yahoo.com