



Join Us

As we *PLANT AMERICA* with membership



For Happy, Productive Members

- **Provide an agenda**, and follow it! **Start and stop on time.**
- **Assign a mentor** to every new member – someone they will enjoy and who will explain what goes on in your meetings and why, and what your projects involve. It would be nice if they could even provide them a ride to the next few meetings.
- **Involve** each member on a committee.
- **Give** each new member, and existing member if you never have previously, **a member packet** that explains in more detail what your club's focus is, what your affiliations are, what your committees are, and what projects you work on, and a yearbook with a list of members and future meetings. If you don't have this information, this membership committee will be glad to provide you with information that can be personalized for your club.
- Your members should **vote on actions** of your Executive Committee. This will give them ownership in your organization. **Shorten meetings** by conducting business meetings separately from your regular meeting.
- **Praise** your members in front of the club for work that they've accomplished. Special certificates or other items make a nice gesture.
- **Get their** input on a recurring basis, at least annually, of what programs they would like to have and what projects they would like to be involved in.
- Make sure there is a **program at every meeting**. The main reasons a person joins a garden club are for education and socialization. Be sure to provide these.
- And providing some kind of **food** at a meeting makes people happier, as well.
- **Be a good listener and show your members that their opinion matters!**
- **Healthy debate** is wonderful and should be nurtured – when members cross over the line and it turns to arguing, it's time for the individual leading the meeting to step in and make sure those differences of opinion are taken care of in private.

A happy, well-run club is a joy to behold! And, it's something every member deserves!

REMEMBER, our Members Matter Most!

MEMBERSHIP IDEAS FROM OUR MEMBERSHIP WORKSHOP AT NGC FALL BOARD

INVITE:

- 💡 Anyone and Everyone
- 💡 Newly-Retired – They are apt to have money, energy, business sense, no grandkids yet
- 💡 Master Gardeners – They need volunteer hours
- 💡 The public at local nurseries
- 💡 Google “garden clubs” in your state and approach those that are not a member of NGC

ADVERTISE:

- 💡 Advertise meetings/projects via social media. Include “Facebook”, “Nextdoor” and “Meetup”
- 💡 Install your Garden Club signs at your civic projects
- 💡 Publish and distribute club trifold brochure
- 💡 Distribute personalized license plate frames
- 💡 Print and share business cards
- 💡 Distribute personalized grocery bags
- 💡 Obtain sponsors for high school contests
- 💡 Partner with 4-H, Boy Scouts, Girl Scouts, and others

INCENTIVES:

- 💡 Offer one-half dues
- 💡 Offer monetary awards to retain and gain members
- 💡 State Grant/Award Program targeting membership increase
- 💡 Nursery Coupon Book – Discount to partners, free to members, sell to non-members

MORE MEMBERSHIP IDEAS TO COME



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ATTRACT AND RETAIN:

- 💡 Guest and member information packets
- 💡 Develop and clarify benefits of membership
- 💡 Treat everyone with kindness
- 💡 Acknowledge and celebrate new members
- 💡 New member tea or lunch
- 💡 Good programs draw people
- 💡 Promote NGC environmental programs/schools
- 💡 Assign mentor to a guest/new member
- 💡 Place every member on a committee
- 💡 Encourage diversity and welcome it
- 💡 Keep atmosphere happy
- 💡 Keep business meetings short
- 💡 Keep reports lively and concise
- 💡 Welcome member input
- 💡 Budget for members to attend district/state meetings
- 💡 Change meeting day/time/place as needed to attract young members – try libraries, nurseries, public places
- 💡 Modify name to attract public/millennials – “club” might insinuate an unwelcome “clique” to many
- 💡 Establish task force to study and offer ideas
- 💡 Use “Zoom” to connect with members
- 💡 Experienced club – Start/mentor young club

SEND IN YOUR MEMBERSHIP IDEAS TO BE PUBLISHED AND SHARED!

REMEMBER, OUR

MEMBERS MATTER MOST!

Your 2019 – 2021 Membership Committee:
Becky Hassebroek, Chair
Diane Harbin, Lelia Johnson
Gaye Stewart, Lynda Dickerson
Monica Hansen, Robin Hammer
Suzanne McCance, Robin Pokorski
Judy Barnes, Claudette Smith
Cheryl Obediente

Contact us: NGCMemberships@gmail.com