

LOUISIANA GARDEN CLUB FEDERATION, INC.

IDEAS TO INCREASE MEMBERSHIP

How To Attract New Members

1. Word of mouth
2. Personal invitations-neighbors, friends, family
3. Articles in the Newspaper about garden club activities
4. Invite people you see that seem to enjoy gardening
5. Invite "Garden of the Month" winners- give 1 year free membership
6. Contact new people in the community
7. Ask to speak at Civic Clubs (Rotary, Kiwanis, etc.)- encourage to join
8. Invitations to Flower Shows
9. Have demonstrations at Flower Shows or other civic activities
10. Create displays at libraries and other civic buildings during National Garden Week
11. Make meeting times "more friendly" for working mothers
12. Give presentations to other clubs and organizations- invite them to one of your club meetings
13. Supply on-going exhibits at your local library-have club application available
14. Provide a workshop for members and non-members- teach a simple flower design with each participant making one
15. Invite a friend to your club's Christmas Party
16. Have a special coffee or tea with each member bringing a guest
17. Invite friends to a "Decorate a Hat Contest"
18. Make your community aware of your activities
19. Use referrals from other members
20. Smile- show you are having fun at work/project sites
21. Have a "Meet and Greet" at some type of civic activity
22. Send out invitations to special activities in your club
23. Offer 1st year dues free to new members
24. Hold meetings at public places; area civic centers, libraries, etc. (club size is less likely to be restricted)
25. Advertise
26. Have an active membership committee
27. Invite someone to come to one of your meetings as a guest to see what garden clubs are all about
28. Leave fliers at public places; applications, club activities, etc.
29. Have an incentive prize for members that bring in new members
30. Hold an "Open House" displaying scrapbooks, awards, educational exhibits, flower designs
31. Hold a Tour of Homes
32. Facebook exposure
33. Talk about garden club activities to anyone who will listen
34. Make club membership information available to new-comer groups in your city
35. Hold meetings in the evenings or on week-ends

36. Have couples clubs
37. Invite younger friends to monthly meetings and inform them of the projects that we do for the betterment of our community
38. Include a school in a program/project. This will draw attention to the garden club to younger women
39. Have open membership in your club
40. Leave invitation at restaurants
41. Encourage Youth Clubs at schools
42. Invite prospective new members 5-7 times (sometimes it takes many times before they come)

How To Keep Our Members

1. Programs of interest
2. Good Food
3. Good Field Trips
4. Involve them in projects and committees
5. Make the meetings special
6. Delegate responsibilities according to interest and ability to keep them interested
7. Do not overload responsibilities to new members
8. Pinpoint individual interests and schedule assignments with their interests in mind
9. Make it FUN!
10. Make every member feel useful- give everyone a job (big or small)
11. Participate in other activities together
12. Have regular design programs along with horticulture
13. Visit interesting gardens
14. Don't overwork your members
15. Do some group activities- just for fun
16. Have group participation in programs
17. Include families
18. Provide a good orientation of what your club is about
19. Workshops
20. Entertain them
21. Have projects reflect the interests of your members
22. Have individual study groups according to interest
23. Make them feel part of the group
24. Keep meetings interesting and short
25. Fewer fundraisers
26. Hand out a survey and ask the members what programs they would like to have, field trips, subjects they would like to learn about for the next year
27. Intra-club activities with neighboring clubs
28. More seminars- diversify educational opportunities
29. Hands-on gardening or civic projects
30. Make things easier- awards, forms, meetings
31. New member workshops
32. When clubs win awards- make it a special presentation
33. Ask members what they want to get out of the club
34. Less rigid; less emphasis on rules, less formality
35. Do good- Do it well- Have fellowship- Move on
36. Revise your goals annually- add new ones according to interests
37. Delete the same old, same old
38. Make meetings shorter – pass out booklets of reports from committees
39. Partner with area nurseries, flower shops, Home Depot, Lowes – ask them to offer % off coupons to garden club members.

How To Help Our Members Flourish

1. Variety of educational programs
2. Network with area garden clubs to give programs or demonstrate their specialties
3. Pair new members with a mentor
4. Workshops, Tours, Speakers
5. Speakers from Plant Societies
6. Mini- Workshops between monthly meetings
7. Encourage participation in our schools
8. Use the media to promote activities
9. More workshops on design
10. Do some group activities just for fun
11. Teach them something new
12. Praise, praise, praise jobs well-done!
13. Hands-on projects- Make and take projects
14. Give small responsibilities to new members- learn what talents they have and encourage them to share
15. Have area Ag agents give programs
16. Encourage members to attend District, State and Deep South Convention
17. Purchase books (or get them from the library) about trees, gardening, environment, etc. for schools and volunteer to go into the elementary schools to read to the children. You may get a few teachers interested in becoming a member and you will begin educating future members.
18. Allow members to have input- they feel part of the club and feel some importance
19. More networking between clubs
20. Don't overwhelm
21. Community Projects
22. Grant writing workshop
23. Have a Speaker List available in the district- good resource for providing good educational programs
24. More involvement in decision making
25. More internet access to classes
26. Encourage veteran members to pair up with new members
27. Schools are interesting, but tests make many shy away from the schools
28. Small round-table discussion for large clubs
29. Write articles of interest for area newspapers
30. Participate in area Farmers Markets