

# 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 1<sup>st</sup> 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 weekends.
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. Do not 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 percent 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.