



JOIN US

August, 2016

VOL. 2, ISSUE 13

The Pinecote Pavilion



Crosby Arboretum Garden was a point of interest at the Deep South Region Conference. During the summer, the family and I had the opportunity to visit the beautiful area. The Crosby Arboretum began as a memorial to L.O. Crosby. (1907-1978) a local forester and philanthropist. It aims to protect the biological diversity of the Pearl River Drainage Basin. It has a Native Plant Center (designed by Fay Jones) and an Interpretive Center. The landscape architect was Edward Blake and the design received an award from the American Society of Landscape Architects (ASLA). Members visiting the garden were from two different clubs in Laurel District and two GCG subscribing members. *Diane*

Remember M. R. S.?

M=Members, R=Renewal, S=Strength
Some points to think about:

Motivate customers

- Open constant, welcome contact
- Build lasting brand loyalty

1. Young or old, membership recruitment is a sales process

No matter if you're concerned with engaging new, younger members or if you're reaching out to Baby Boomers, you need to understand the purchasing life cycle of your potential members. And although we may not want to think about membership as a "sales" process, when you take away all the fluff, that's exactly what it is. But, you need the fluff because without it, you're just like all the other associations out there. Confused yet?

Membership recruitment is about creating long-lasting relationships, engaging your prospects and proving to them why they would benefit from your association.

Here's what I'm getting at: There is a list of things you should be doing before trying to seal the deal. In fact, before you even start recruiting new members you need to be sure your information and message is getting out loud and clear in order to create a sense of awareness about your organization.

Understanding your members and your methods for bringing them in (creating awareness, recruiting, engaging, renewing) is all part of the membership recruitment.

2. Understand your association's niche

Even though you may want to be, you can't be the association for everyone. You need to buckle down and determine, realistically, who your target

market is and where you'll reach new members. Make a list of prospects.

3. Research members' needs

What's the saying? "Ask and you shall receive."? This is precisely what you need to do as an association. Ask your members and the community at large what they want. What are they missing from other organizations? What are the reasons they choose *not* to join and what would change their minds? You need to continuously know the answer to "what's in it for me?" from your members' point of view. Be able to provide relevant answers to the problems or situations your members/potential members have.

For instance, younger recruits may voice concern about the lack of social media presence or lengthy print information. And as an association, you may be hesitant to make that leap or aren't fully aware of how you would make those changes happen. Do it anyway. You need to shake it up when your members tell you to; they're the driving force and the answers to the services you can ultimately provide.

4. Know your association's value

When you get to the point of talking to prospective members, do you know what you'll say?

Figure out what your value is and communicate that effectively. What will make others talk about you? No one talks about the ordinary; you want to be extraordinary.

5. Test, track and repeat (or revamp)

An important part of any membership recruitment is strategy. Set up methods for tracking your recruitment processes, stages of engagement and how (and when) members make the decision to commit. Look at things such as website traffic, social media engagement, click-thru rates on e-newsletters, and event attendance from non-members, etc. This information, compared with different times of the year and types of content and communication your association is generating will give insight into what's working and what's not in way of membership recruitment.

And if it's not working? Change it up! In this age of real-time information and face-paced media, there's no reason to hold on to a membership recruitment strategy that isn't proving its worth over a few months.

Getting them is the easy part, keeping them is the challenge! <http://xyzuniversity.com/>

Encourage your club to help our pollinators:

Fall Blooming Perennials for Bees

Aster (*Symphyotrichum* and *Eurybia* species)

False Aster (*Boltonia* species)

Gentian (*Gentiana* species)

Golden Aster (*Chrysopsis* species)

Goldenrod (*Solidago* species)

Mist Flower (*Conoclinium coelestinum*)

Obedient Plant (*Physostegia* species)

Sneezeweed (*Helenium* species)

Sunflower (*Helianthus* species)

Turtlehead (*Chelone* species)

White Snakeroot (*Ageratina altissima*)

Join Us is a monthly publication prepared by Diane Harbin, dianejharbin@comcast.net, and Kathy Donahue, Laurel District Members.

SEA SALT SCRUB (as made by Starla Chandler, GCG Subscribing Member)

Note: this recipe is super easy, but there aren't any exact measurements. It's more of adding until you get the consistency you like. It's impossible to mess up, so don't be afraid! All items can be found at Walmart or local grocery store in the food aisles. All ingredients are food grade.

Enough fine sea salt (I use Morton) to fill Mason jar or container of your choice

Grape seed oil (I use Pompeii)

Coconut oil (I use Louana). This will be sold in solid form.

Any extract found in the baking aisle. (I use Watkins) Ex: lemon, peppermint, vanilla. You could also use essential oils if you have them.

Add the grape seed oil to the salt, just enough to wet it.

Melt the coconut oil. (It's best to do this by putting it in a bowl and running under hot water.) Add to mixture (IMPORTANT: do not use a lot of this, as it will revert back to solid if there is too much, and you will have to stir the scrub)