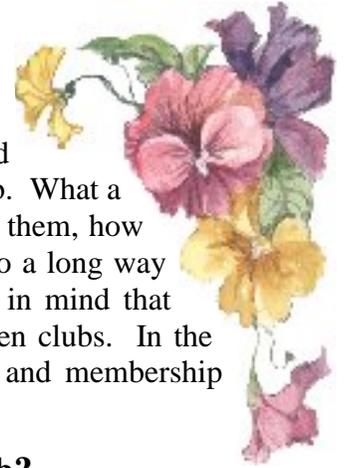




Increasing Membership

What Does it Mean?

All of us constantly interact with friends, neighbors, and co-workers on a daily basis who are not members of a garden club. What a wonderful opportunity to talk up “Garden Club”. What we say to them, how we say it, the impression we give of our club in conversations all go a long way toward getting that particular person to think about joining. Keep in mind that we’re responsible for getting new members to join our individual garden clubs. In the eyes of the community, we are **The Garden Club of Georgia, Inc.** and membership means **YOU and ME!**



How To Get New Members To Join Your Club?

Easy, just ask!

Here are just a few ideas that you many want to try:

1. Ask your neighbor, Sunday School member, or Bridge Club to visit a club meeting.
2. Have club members send invitations to new residents in their neighborhood.
3. Have a Plant Party or Plant Exchange ~ invite the public. Hand out invitations to the club meeting.
4. Print up a flyer on how nice a yard looks and place it on the front door of the home inviting the owner to the next garden club meeting.
5. Start conversations about gardening when in supermarkets and/or garden nursery lines if they are purchasing plants or flowers.
6. Have a *Membership Table* with a sign-up book and club membership information at your garden club’s flower show, fund-raisers, and community fairs and events.
7. When someone shows interest, follow up by contacting them and sending them a notice of meetings.
8. And the most important one of all: **MAKE THEM FEEL WANTED AS A MEMBER!**

Have you ever been invited to a club or some type of gathering and no one ever came by and welcomed you? This is a very good way **NOT** to get a new member. A prospective member attending a garden club meeting, should walk away feeling like they are already a part of the garden club. Introduce the prospective member to others during the club’s hospitality time. If time permits during the meeting, have the new member tell a little something about themselves, hobbies, and family. Then after the meeting, let them ask questions about the club. Once they joined make them a part of the club. A good “ice-breaking” activity for the new member is to be a *Greeter* at the club meetings. This presents an excellent opportunity to get to know each other. Also, invite the new member to a club function that has high visibility and interaction with other members. This includes social functions, service activities and state/district meetings.

New Member Packets and/or New Member Orientation Sessions

An informed member is an involved member. Once that prospective member joins, we seem to forget to “introduce” them to the joys of being an active garden club member. Periodically throughout the year, invite new members to a gathering to get to know more about the club. This could be a “Dessert Party” at a member’s home. Helpful information on the club’s history, projects, ideals and mission are all good introductions to your club. If scheduling a New Member Orientation is not possible, then produce a *New Member Packet*. Put your club’s by-laws, yearbooks, and any other information that will inform the new member about not only your garden club’s activities and projects, but something about the district, state, regional and national’s activities and projects. A new member who has been introduced to the garden club’s activities and projects is more likely to become more involved and remain active.

Yes, the growing season has arrived! Garden clubs provide education, resources, and national networking opportunities for its members to promote the love of gardening, floral designs, civic and environmental opportunities. Membership is not only the “lifeline” of our organization, but members are the heart and soul of **The Garden Club of Georgia, Inc.**