

**How
Do We
Meet
This
Challenge?**

**By
Following
These
Guidelines**

National Garden Clubs, Inc. Mission Statement:
*National Garden Clubs, Inc. provides education,
resources and national networking opportunities for its
members to promote the love of gardening, floral design,
and civic and environmental responsibility.*

Brochure was originally created for the
National Capital Area Federation of Garden Clubs, Inc.
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National Garden Clubs



**Challenges
You
To**

**Forge Forward
with
New Members
While Protecting
Your Legacy
of
Existing Members**

Attract New Members

- Show Enthusiasm!
- Nurture Excitement About Your Club with Projects and Activities
- Share Ideas to Spark Interest of Prospective Members
- Offer Gardening Advice
- Publish a Newsletter Filled with Horticulture Tips;
 - Leave Copies in Your Local Library
 - Give Copies to Realtors in Your Area
 - Give to Prospective Buyers
- Provide Opportunities to Meet Other Members of Their Community
- Wear Shirts with Your Garden Club's Name When Working in Your Community
- Volunteer to Make Flower Arrangements and Publicize Your Club's Participation
- List Your Garden Club in Your Community Newcomer's Guide

- Publicize the Activities of Your Garden Club with Articles and Pictures in Your Community Newsletter and Local Newspaper

- **Invite People to Your Meetings and Ask Them to Become Members**

Keep Existing Members

- Reach Out and Talk to Someone New at Your Meetings
- Arrange Your Programs to Fit the Needs of Both New and Long Time Members
- Be Flexible - Are the Rules of Your Club too Restrictive?
- Listen to the Needs of Your Members and *Implement Their Suggestions*
- Call Members Who Have Stopped Attending Your Meetings. Offer to Pick Them Up and Bring Them To Your Next Meeting

- Make Visitors Welcome to Your Meetings and Functions By Assigning a Member as Greeter

- Assign New Members to a Current Member as a Buddy to Answer Their Questions and Introduce Them to Other Club Members

- Respect the Changing Roles of Our Members

- Analyze the Strength of Your Longtime Members and Find or Create Jobs for Them

- Make Your Members Feel Needed

- Shorten Your Business Meetings

- Energize, Educate and Incite Curiosity in Your Projects and Activities

