MONTHLY MEMBERSHIP MESSAGE (JAN.)

Happy 2021! At last, a new beginning! So let’s encourage our Club/Circle to set some goals for these next 5 months, January – May. Let’s PLAN ON PURPOSE! You see, without focusing and planning for Membership growth and retention, there is no Club or Organization! Membership, happy, learning, sharing, growing Members, should be every Club’s TOP PRIORITY! And by following these suggestions, should actually be simple to achieve:

1. PLAN ON PURPOSE all activities around building your Membership. Example: Instead of saying, “We’ll have a Flower Show and maybe folks will come and want to join us…..” say instead, “How can we best entice the community to come to our Flower Show and WANT to join us?”
2. PLAN ON PURPOSE all Club programs and activities to entice your Community and excite your present Members. (Ask your Members what they would like for programs, remembering Field Trips are always fun and interesting!)
3. PLAN ON PURPOSE, Club Officers, constant communications with your Members (text, emails, phone calls, etc) and with your Community (newspaper, social media, TV, etc.)
4. PLAN ON PURPOSE to watch your Membership grow with enthusiasm and fun and deeper friendships!

Remember, we’re always “here” to assist you in any way!!!

SHARING THE JOY OF GARDEN CLUB!

Jane Nendick, Membership Retention Chair

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