

Report
New Membership
Ed Nendick
Convention 2021

This year's successes include;

1. The covid shots have gotten into many of our Garden Club Members. We are safer to do the Wonderful things every club does to beautify the environment. We are free to continue educating our members thru work shops and classes.

2. Our monthly messages are being published and sent to all District Directors and on our web site for all to enjoy.

3. We have published a Membership and Retention Manual to be given out to the Assistant District Directors for use with their clubs. It details the things to do to get new members and to retain current ones.

This Year we will build upon the ideas that got new members

1. Advertise your clubs often. Place your meeting date, time, location, and topic of discussion in your local paper free listings of happenings to advertise. Publish the above on your Next-Door App under Gardening. Do these monthly. During the last several months of publishing Garden club Meeting dates etc. print your last meeting before summer and your return to meeting in the fall.
2. Ask your local Real estate agent to put out the FFGC brochures for their customers. Ask a Real Estate Agent to join your club. Put them on your advertising committee.

Please join us at convention this year. We are conducting the Scoop-EM UP Members class Monday April 12th at 10:30 AM EST. We will have fun and learn about getting and retaining Members.

Summary: In summary with the disappearance of the Welcome Wagon organizations, we are the place new people moving in can go to make friends, learn about their communities, learn what grows in their communities, and make a difference in those communities. There are 1,185 new people moving into Florida every Day!

Sincerely MR. Ed Nendick