

MGC Membership Campaign



Growing in Membership

A Member of
Central Region and National Garden Club, Inc.

WHO ARE WE?

- We are a member of a BIG organization.
- **The National Garden Clubs, Inc!**
- 6,300 local clubs, 50 state clubs and a National Capital Area club.
- There are 200,000 international members.
- It is the largest volunteer organization of its type in the world.

MAKE A PLAN!

Organize a Membership Committee

(Someone needs to FOCUS on the details)

Develop Goals and Strategies for a

“Membership Campaign”

1. How will we keep members involved?
2. What can everyone do to attract new members?

Keep Members

- Energize, Educate and Incite Curiosity in Your Projects and Activities
- Listen to the Needs of Your Members and *Implement their Suggestions*
- Call Members Who Have Stopped Attending
- Respect the Changing Roles of Your Members
- Make your Members Feel Needed

Attract New Members

- Show Enthusiasm!
- Be Excited about your Club's Projects & Activities
- Publicize the Activities of your Garden Club
- Invite People to Your Meetings and Ask them to Become a Member

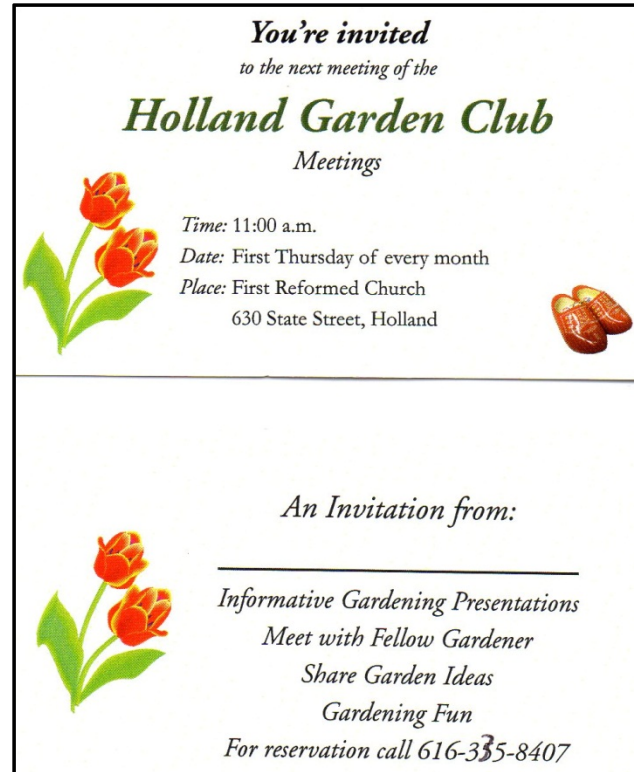
IDEAS

- Make a Membership Brochure
- Present a program at a Newcomer's Meeting
- Get Every Member Involved in
"Growing Membership"

New Ideas

Business Card Invitation:

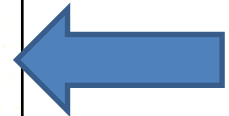
Each member gets a few cards to hand out to friends and acquaintances



FRONT



BACK



WHAT NEW IDEA HAVE YOU TRIED WITH SUCCESS?

RESOURCES

- National Garden Club Website
www.gardenclub.org
- Michigan Garden Clubs Website
www.michigangardenclubs.org