

Motivating Participation

By Robin Pokorski

- I. Be in touch with club members
 - A. Board needs to include new members bringing fresh ideas
 1. Avoid “We’ve always done it that way.”
 2. Try new approaches and projects
 - B. Monitor the desires of the members
 1. Note which programs are best attended, least attended
 2. Survey – follow up on report of results
 - C. Orientation Packet
 1. Give new members a packet that outlines club activities AND what is expected of them as a member
 2. Membership form
 3. Yearbook – tell them what’s in it and how to use it
 - D. Play on volunteerism
 1. The good the project or event provides
 2. The feel-good aspect of volunteering
 3. Recruit the newly retired
 - E. Periodically explain long-standing practices so members know the WHY behind a project or event
 1. Newsletter
 2. Meeting
 3. Explain something is being done
 - F. Share finances
 1. How much each member costs the club
 2. Club expenses
 3. Results of project or event
 - a. Expenses of projects
 - b. Revenues of projects
 - G. Appreciate the work of members
 1. Certificates
 2. Awards
 3. Newsletter

- II. Have several diversified projects (e.g. Blue Star)
 - A. Attracts new members
 - B. Reinvigorates interest some portion of existing members
 - C. Enlist as many members as possible on every project
 - 1. Many hands make light work
 - 2. Everyone brings a friend and makes other friends during the course of the project
 - 3. Sign up volunteers for small amounts of time, money or effort
 - D. Encourage team or committee work
 - E. Project a positive image of projects
 - 1. Use the “we only have one or two spaces left”
 - F. Leadership must not micro-manage
 - 1. Enlist members to volunteer for jobs they WANT to do
 - 2. Don't assign or change people and jobs around to “shake things up”
 - 3. Leadership cannot do all the work or projects
 - a. Let go of a project being done the “old way”
 - b. Let the member run with the job their way
- III. Network with similar groups
 - A. Take advantage of what's offered and available as member of California Garden Clubs, Pacific Region and National Garden Clubs
 - 1. Consider District membership
 - 2. Network at convention
 - 3. Visit website