



# Grow Your Association

by attracting new members and supporting the contributions of existing members.

## To Keep Your Existing Members:

- ◆ Reach out and talk to someone new at your meetings.
- ◆ Analyse the strength of long-term members and create a role for them.
- ◆ Make each member feel needed and valued.
- ◆ Shorten the business section of your meetings.
- ◆ Listen to the suggestions of your members and build on their enthusiasm.
- ◆ Assign a chatty member as a 'greeter' to welcome current members as well as new members.
- ◆ Energise, educate and encourage curiosity in your activities.
- ◆ Contact members who have stopped attending or unwell.

## Attract New Members to your Club:

- ◆ Show enthusiasm.
- ◆ Nurture excitement about your club with new activities and projects. Try this idea: Younger people are really interested in easy-care succulents and cacti – have a special meeting on this topic.
- ◆ Offer gardening advice.
- ◆ Share ideas to spark interest in prospective members.



- ◆ Publish a newsletter filled with gardening tips – leave copies in doctors' surgeries and local libraries.

- ◆ Invite people to your meetings

and encourage them to join.

- ◆ Publicise club activities with pictures and articles on digital media (e.g. Facebook, Instagram, etc.).
- ◆ Is your club bereft of men? A social balance is healthy for a club.
- ◆ Create an information booth at your local mall or community event.



Created for The Garden Clubs of Australia Inc.

Visit the informative website at:

<https://gardenclubs.org.au>