



# Reward New and Existing Members

We all love to have new members, so attracting and retaining new membership should be high on the agenda of all clubs.

Are you rewarding and encouraging both new and existing members?



## Consider Rewarding Your Existing Members:

- ◆ By being made to feel special, valued and appreciated, club members will be more enthusiastic and committed to their club.
- ◆ Each meeting, consider giving one member a complimentary subscription to 'Our Gardens' magazine especially to those who regularly prepare or contribute to supper or who contribute to the Sales Table or to the Competition Table.
- ◆ Are your hardworking Committee shown that they are valued?
- ◆ Have a reward program for those who bring in new members.
- ◆ Organise a member of the month award.
- ◆ Determine what gardening skills and interests each member has and ask them to present a short segment at a meeting.

## New Members are VALUABLE:

- ◆ Why not reward them for joining?
- ◆ Show appreciation by giving a new member a gift of a plant or 'showbag' with seeds, cultural notes and a list of local nurseries or gardens to visit.
- ◆ Invite them to view your garden.
- ◆ Conduct a little workshop to demonstrate how to prune, pot and divide perennials or orchids.
- ◆ Give a money back guarantee. If a new member does not wish to continue their membership, offer to return their membership fee.
- ◆ Ask the President to develop a welcome letter for new members.
- ◆ Recognise and introduce new members in newsletters.



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