

## Membership: Let's be Pro-Active

As NGC President, I urge you to actively participate in our efforts to gain more members. To be successful, we must continuously strive for a net membership gain to compensate for natural attrition. Just like for-profit businesses and other non-profit organizations, we must compete for success.

At the club level, enthusiastic personal invitations have the greatest impact. Handing out business cards with membership contact information at manned displays during fairs, Standard Flower Shows, and other community events can be especially effective too.

Organizing and mentoring a new club can be a most satisfying experience. New members' interests can provide guidelines for programs during the first year. Condominium and senior citizens complexes, relatives, friends from other organizations and church groups are among potential membership sources. Perhaps your community would benefit from a new club with evening meetings to accommodate those who are unavailable during the day, or one that meets at a restaurant for lunch or dinner. Meetings should be fun and educational, not overwhelming nor too long. In all cases, we want to welcome novice gardeners, as well as accomplished ones. Novice gardeners often have other talents that make them valuable assets, and mentoring is so rewarding.

Existing independent garden clubs and related groups are also potential sources of new members. Our Blue Star Marker, Penny Pines, Plant it Pink, Habitat for Humanity, Smokey Bear/Woodsy Owl Poster Contest, our 4 schools, Plantings for Public and Special Places and Protecting Aquatic Ecosystems are just some of the projects that bring meaning to "going beyond local".

Our brand new PR video can be viewed from our website ([gardenclub.org](http://gardenclub.org)). By July 1<sup>st</sup>, dvds of the video will be available from Member Services at a nominal cost. Membership brochures are also available from Member Services in packs of 50. They are free, but postage and handling costs apply. Please take advantage of these helpful tools.

Shirley Nicolai

"NGC: Proudly Serving our Members and Communities"