

Questions & Answers— REVITALIZE —February 14, 2022

Q. Many questions about & requests for a Membership Survey:

We received many comments and thoughts & *several hundred* requests for a Membership Survey. Our Committee will be working to review and provide some examples of surveys used by our clubs.

If you would like to submit a survey your club has used successfully, please send it in to the Membership Committee—membership@gardenclub.org.

Additional thoughts: Each club can have their own individual survey tailored to their own members' interests and projects. Revitalize your club—we all wish to maintain interest and enthusiasm. Some suggestions include: **At the end of each fiscal year, April and May, circulate a clipboard asking members to list their interest in programs, road trips, projects in our community etc.** Then, when preparing for the next year's yearbook and programs, you will be able to include most or all of our members' preferences. Look to incorporate a review of **SWOT**—strengths, weaknesses, opportunities, and threats, when assessing your club's survey.

Q. How to attract male members:

- A. 1. A good start would be husbands & friends – invite them to your meetings; include them in projects.
2. Consider offering a Couples Discount! Dues are set at the discretion of each local club. You may want to offer an incentive to encourage couple memberships, with a discounted dues amount.
3. Contact local men's clubs and any other organizations -- you can give a program, or extend an invitation to a meeting or event.
4. If you are in a neighborhood, a subdivision, or in a community club—send flyers and invitations; suggest landscape projects to enhance the property aesthetics as well as market values of homes.
5. Remember to advertise NGC's excellent educational courses—they appeal to all!
6. Change your club's meeting day and/or time to accommodate working individuals.
7. Invite all to a Saturday or Sunday workday project, lecture, or hands on workshop.

Q. Garden Club One Minute Elevator Speech “WHY JOIN A GARDEN CLUB?” :

A. Our NGC Membership Committee will be helping you develop a sample of a short, “elevator” speech to give you some ideas of what you can say when you are asked—*why join a garden club?* Here are just a few:

1. Everyone joins for a different reason: gardening, friendship, floral design, environmentalism but most of us simply want to improve our skills and be of service to our community. Garden Club lets us do that in a fun and friendly environment with some of the best people.
2. Garden Club is awesome. I've learned so much about gardening, landscaping, floral design and environmentalism. And I get to use my knowledge to make the world a better place for myself and my children.
3. There's something special about being connected to an International Organization devoted to making the world a better place, one yard at time. I've met some of the best people in Garden Club.

4. Gardening with friends, designing with Masters, learning new skills, and channeling my creativity.

Why wouldn't you want to join?

5. Garden Club is where creators create, gardeners grow, leaders learn, and everyone connects to make the world more beautiful and more sustainable.

6. Learning, Growing, Connecting and Serving our communities and the world. Together we Plant America.

The best elevator speech is the one that comes from your heart.

Ask yourself:

Why did I join garden club? And why would I join again all these years later?

Q. Membership Toolkit -

A. The Membership Toolkit is a collection of templates and samples that can help you manage the business side of garden club without having to reinvent the wheel. Templates include sample budgets, agendas, bylaws, resolutions, minutes, and many other items. Find these at www.GardenClub.org/Member-Resources

Q. Many ideas and suggestions to Advertise and promote your club:

(also see suggestions from Membership Committee's November **Recruit** presentation)

Club Name Tags

License Plate Borders & Front of car plates with garden club logo

Bumper Stickers

Aprons

Club T-shirts

Fleece Vests

Club Hats

Plant America Pins

Q. TNG – how to sign up and where to find it:

A. TNG is ***The National Gardener***, NGC's excellent magazine is full of information you can use. Best of all, it is free and available quarterly online!

Subscribe right from the homepage of www.GardenClub.org

Q. Canva Info & Presentation:

A. **Canva** is a **free graphic design platform** that's great for making invitations, business cards, Instagram posts, and more. A drag and drop interface allows you to customize thousands of templates simply and easily. **Canva's** wide array of features allow you to edit photos without extensive photo editing knowledge or experience. It is a free download. (For a Pro **Canva** Download there is a fee.)

There are YouTube videos showing how to use Canvas as well or go to <https://gardenclub.org/video-cafe>

Q. Where can I find the helpful links from this month's presentation so I can use and find non-copyrighted info:

A. In the Membership Mondays **Revitalize** PowerPoint, it is on slide number 30. Information included—where to find free internet images and free clipart! Be careful and mindful not to use material or images that are copyright protected. Please note that many cites require that you share the source of the image by attribution. This can be as simple as adding a line “Photo source: <the web address of the source>”

Other sources include but are not limited to:

Library of Congress <https://www.loc.gov/free-to-use/>

National Archives <https://www.archives.gov/research/catalog>

US Dept of Agriculture <https://www.ars.usda.gov/oc/images/image-gallery/>

Art Institute of Chicago <https://www.metmuseum.org/art/collection>

New York Public Library <https://www.nypl.org/research/collections/digital-collections/public-domain>

Q. Thoughts & suggestions for members who are hard of hearing:

1. Invest in a small, portable microphone and speaker for use at meetings.
2. Discourage members from interrupting and talking among themselves while business and programs are being presented.
3. When selecting a meeting venue, look for locations with good acoustics.
4. Close captioning may be available for some online programs.
5. Try using headphones when on Zoom—may minimize background noise.

Q. Graphics and PowerPoints showing the Membership Mondays 3 – R's:

A. All of the Membership committee's helpful PowerPoints are available on the member Resources page! www.GardenClub.org/Member-Resources

The Membership Monday videos, PowerPoint presentations, and Q and A documents are all there along with other helpful material.

Q. Orientation Information for your club:

A. This can be a “toolkit” or folder with information pertaining to your club, like the history -- when organized, when you meet, statistics (number of members, etc) - continuing projects with committee reports; a copy of your bylaws and standing rules; brief summary of NGC and its importance, guidance, and stability to our club; mention the state federation and region statistics.