

The American Rose Society
Deep South District

**Building
Strong
Societies in
DSD**



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The Content of This Package Can be Overwhelming

Do Not Try to Implement All At Once

Pick Your Best Payoff Areas

Set Priorities Over Several Years

I. MEMBERSHIP

II. Fulfillment

Programs, CR, Web, Newsletter

Rose Events

Teaming with other Societies

Community

***WARNING**

- * Management - Direction - Change Agents -Enthusiasm!
- * Membership
- * Consulting Rosarians
- * Programs
- * Communications
 - * Newsletters - Websites - Publicity
- * Rose Events Rose Shows - Festivals
- * Community Contribution
- * Teamwork Between Local Societies

*** What are the Elements of a
Rose Society?**

- * Rose Hybridizers are disappearing
- * Core Rose Companies have gone bankrupt
- * Rose Growers are reducing the number of varieties grown
- * Rose Distribution has become difficult at all levels
- * Fortuniana Roses are becoming harder to find
- * Board Members are tired of doing all the work
- * In the USA Volunteerism is down in most organizations

*** What's Changing in the Rose World?**

- * Financials are tight, reducing available personal cash
- * A three level Rose Society structure with separate memberships required at each level doesn't work well!
- * There is often a mismatch in focus between current organizations and what today's market wants -

Learning vs. Competition

- * Too much material from too many sources being sent out
- * Where is the Enthusiasm?????

- * To Keep Up with all this change we all need to become
AGENTS OF CHANGE

*** What's Changing in the Rose World?**

- * As of 2013, In DSD there is no longer any membership cost
- * In DSD Every ARS and Local Society Member is automatically a DSD Member
- * The District exists to facilitate sharing of everything
- * Any article from any DSD newsletter can be in yours
- * The time has come to team between societies - districts
 - * It will help assure our survival
 - * It will broaden our knowledge base
 - * It will make more friends



* **Some District Fixes**



- * Board Meeting to plan the year
 - * Build Plan
 - * Create & Expect Enthusiasm
 - * Sort out Emphasis in your market
 - * **Establish ENTHUSIASTIC Committee Chairs**
- * Committee Chair Report to Board & Members
- * Set Expectations for each committee
- * Publish Plans and Expectations in Newsletter & Web
- * WILL THEY READ IT? WHERE WILL IT BE BEST SEEN?

*** Management - Direction -
Enthusiasm**

*The Board of Directors exists to:

*Plan

*Lead

*Chair Key Committees

*Leverage the work to be done

*NOT to be the “Workforce”

*Publish minutes so members know what to expect

*Gain commitment from members on new projects



***Management - Direction**

- * Meeting Participation Rate (measure every meeting)
 - * Number Attending / Total Membership
 - * Gives a good clue on Program Effectiveness
- * Membership Renewal/Growth Rate
 - * By April measure this years members/last years
- * Total Members attending DSD or ARS Events
- * Workers / Total Population (For Major Events)
- * CRs as a % of Membership
- * Others?

*** Success Metrics**



Without an
Aggressive Membership Program,
your society will fold in time

- * Membership is your **MARKETING & SALES**
- * Membership needs a team not just a Chair
- * **MEMBERSHIP= Society's ENTHUSIASM CENTRAL**

* **Membership**

- * Work with Master Gardeners & Nurseries
- * Present to Garden Clubs, invite them to attend your meetings as guests (and possible new members)
- * Bring Roses into Garden Club Flower Shows & Events
- * Look for Sources of Younger Members
- * Setup membership drives at community events
 - * Setup Booths at Local Farmers' Markets
 - * Setup Booths at County Fairs & Public Garden Events
 - * Craft Shows Church Socials
 - * Newcomers Clubs (Volunteer Talks by CRs)
- * Use Website to recruit
- * Use Rose Events to recruit

* Sources of New Members

- * Identify new members (happy face on badge)
- * Partner a CR or Board Member with each new member
- * Conduct a needs and expectations survey
 - * Sit with new members and fill it out together before a meeting
 - * Review with Board & Committee chairs
- * Every meeting has a “Greeter/Connector” the smiling face at the door who connects people
- * Build a kit that travels to programs with all material necessary for “Selling the Society” and don’t forget to take the roses along
- * A Membership Brochure is a must



* **Membership**

Who can belong to Tampa Rose Society?

Anyone.....

Who loves roses
Who loves to garden
Who wants to learn about roses
Who thinks roses are hard to grow
Who thinks roses are easy to grow

Benefits of Membership

- Expert guest speakers programs
- Consulting rosarians to answer questions
- Nine issues per year of Tampa Talks Roses, our award winning newsletter
- Accurate information about rose varieties and rose related products
- Tours of public and private rose gardens
- Rose shows
- Affiliation with the American Rose Society and its Deep South District
- Receive a free membership packet that includes information on preparing rose planting holes, the best sources of roses and supplies, fertilizers, insecticides and biological control agents, how to exhibit roses and how to prune your roses.
- Learn from local experts how to select your roses and which roses are easiest to grow in our area.
- Get a free 4 month trial membership in American Rose Society & two issues of the American Rose magazine.
- Make lifelong friends with others who share your love of roses.

Meetings

Members enjoy discussing and learning best practices for growing and maintaining rose gardens.

Tampa Rose Society (TRS) and its South County group both conduct monthly meetings.

Tampa meetings are held at Saint Marks Episcopal Church, (Citrus Park area), 13312 Cain Rd, Tampa FL. Doors open 6:30 pm, the third Tuesday each month except July, August and December.

South County meetings are held at Methodist Church Activity Hall, 1210 Del Webb West, Sun City FL. Doors open 2:00 pm, the third Sunday each month except July, August and December.

Our members are more than happy to answer any questions you may have about roses or our organization.



Tampa Rose Society

Established 1966

Our society's goal is to encourage interest in growing, enjoying, sharing roses and to foster fellowship among those who love roses. We strive to make a difference in our community by educating the public about our national flower.

Please visit us on the Web at:
www.tamparosociety.org

Other Side has
Application
CRs & Leadership

* Membership Brochure

* Avoiding the Second Year Syndrome

- * Joined at an event but found out there was work involved
- * I Think the society is too cliquish, no one talks to me
- * I need Help What can I expect from a CR?
- * Membership Team follow up with calls & letters to all non renewing members
 - * Are we meeting your needs?
- * How about a luncheon for second year members?



* Membership
the Second Year and Beyond

*What are the activities, training, personal attention that will make a new member STICK like Glue to your Society?

Enthusiasm of the leaders

TALK to the the members

LEARNING & SOCIALIZING

Exciting Programs or Garden Tours

Trips to other Societies (Joint Programs)

Simple doable projects where the experienced team up with the learners

Luncheons with members having similar interests

(e.g. Hybridizing)

What are your ideas??

The #1 Question to
be Answered !!!

*Membership
The Glue

- * CR Chair holds an annual CR meeting to share:
 - * New ideas, new technology, new techniques
 - * Invites an expert from outside

- * Develop a CR Job Description
 - * Every CR owes one article to the newsletter
 - * Every CR makes one talk inside or outside yearly
 - * Develop a CR “House Call” Program

- * CR Chair partners new members with CRs working with the Membership Chair

*** Consulting Rosarians**

- * Target 2 to 3 new CRs each year to replace retiring CRs - Partner to get them prepared
- * Consider presenting 1 chapter of the CR Handbook to your membership (e.g. Fertilizer or Bugs & Diseases)
 - * Build Interest in becoming a CR
 - * A major way to build society knowledge
 - * A good program
 - * Material is already on DSD Shares Site

* Consulting Rosarians

*The #1 Key to Increasing Member Attendance

*Quality and Relevance of Monthly Programs

*Look at new member surveys for their needs

*Make programs fit with the time of year

*Setup programs well in advance - publicize - invite outsiders - remind members a week ahead

*Mix local speakers with outside speakers

*Use the DSD Speakers' Bureau for new faces

*Remember to "BARTER" at DSD Meetings to trade speakers

*Bring in Master Gardeners, Extension Staff, Professors



* Programs

Welcome

Introduction of New Members

Old Business

Project Reports

Selected Committee Reports

Upcoming meetings

New Business

Limit to
10-15 Min

They Came
for the
Speaker

Speaker Presentation

Refreshments

Adjourn

TIP: Consider most committee reports
as handouts or newsletter/ website
material

***Typical Meeting Flow**

* Newsletters

- * Participate in DSD and ARS Editor's activities
- * Share your newsletter & get on Exchange Lists
- * Mix local articles and DSD or National Articles
- * Sell your monthly meeting & its program
- * Work with Program chair to publicize
- * Tie website and newsletter together
- * Submit to the ARS Newsletter competition



* Communications Newsletters

- * Websites are useful for:
 - * Society detailed education information
 - * Put program handouts in to avoid costs of printing & for those who missed the meeting
 - * Enticing the community to join the society
 - * Meeting the ARS Educational Charter
 - * Publicizing upcoming meetings & events
 - * Great Articles
 - * Information from Public Sources

- * Be careful how much information you give for “free”

* **Communications
Websites**

- * Publicize your meetings by building a newspaper or talk show relationship (Hint: Give them a rose)
- * Build a mailing list of nurseries, garden clubs, and Master gardeners to invite as guests
- * Invite University “Hort” classes to your events
(A source of new young members)
- * For Rose Shows, Festivals or other special events create a press release package with pictures of roses and the schedule to mail out



AND DO IT EARLY!!!!

* **Communications
Publicity**

- * Rose Events are the primary way we meet the community we serve
 - * Rose Shows - Competitive Events
 - * Show the best roses your area has to offer
 - * Rose Festivals - Non Competitive
 - * More members will participate
 - * More community will participate with publicity
 - * Some societies are combining both
 - * Team with Nurseries & Public Gardens to demonstrate "How to do it"

* **Rose Events**

- * Our mission is to EDUCATE the Public on the Joy of Growing Roses
- * Find opportunities to participate in Community Events
- * Tie into Extension Service/Master Gardener Programs
- * Tie into Public Gardens Events
- * Join in on Garden Club Events
- * Provide Programs to Garden Clubs
- * Participate in Garden Club Rose Exhibits
- * Invite Garden Clubs to your big events



* **Community Contribution**

- * If you choose to Lead - BE ENTHUSIASTIC and PUT IN THE TIME (IF YOU DON'T THEY WON'T)
- * Become a Change Agent
- * Expect Participation from Day 1
- * CRs have a big responsibility, are they doing it?
- * Membership Teams
- * Societies Sharing
- * Districts Sharing (inside and next door)
- * Use DSD Shares and Contribute to it
- * Build Outstanding Programs and Share Them
- * Special Interest Luncheons
- * Manage the mix of Meetings - Newsletters - Websites

AND DON'T FORGET TO SMELL THE ROSES





American Rose Society

Program
Services
Committee