

Tips on Membership

Anne Paul, Past DSD Membership Chair

There are xx important elements to rose society membership

Readily available membership material (Such as a trifold membership brochure)

Readily available sources of information on rose growing & care

- Monthly Meetings with very open doors to the public

- Advertising of upcoming meetings and events

 - Local Papers

 - On the radio

 - In all local garden centers

 - In other local businesses

 - To master gardeners groups

- A website with easy to find membership information (Today a major source of new members)

- Programs to local garden clubs and master gardener groups

- Educational Workshops in concert with Farmers' Markets or other civic events

An aggressive Membership Team

- Brief talks at public events

- Information tables at Farmers' Markets and other community events

- Get current members to bring a friend who might be an interested rose grower

- Comb ARS membership lists for potential local members (Work with District Membership Chair to get the information).

- Recruit current members to spread the word

- Build a list of potential members from public events and send the periodic information and a newsletter occasionally. Mail next event information monthly.

To keep members:

- Programs that meet the needs of experienced and new members

- Offer occasional forums or workshops for newer members to keep them active

- Offer advanced workshops on rose care, rose exhibition, arranging, etc.

- Make sure each new member has a big brother/sister to encourage, get them connected, etc.

- Use a smiley face on the badges of all first year members

- Remind experienced members that the way to spread the load of work is by helping new members get comfortable

- Membership chair develops a check list to talk with new members every month or two "Are we meeting your needs? If not what can we do to correct.

- Membership chair follows up on every member not seen in the last two months.

- Make sure new members start participating by being on non-technical committees e.g.

- Hospitality

- Societies need a social program to get old and new members together – force them to mix**

Once a quarter the membership Chair should hold a meeting with all “Resource Chair” such as Newsletter Editor, Webmaster, Program Chair and Hospitality Chair to talk about how to best meet needs of both new and experienced members through the important resources.