
Pacific Region Garden Clubs, Inc.



Proudly Presents

Membership Matters! Ideas for Growth

Robin Pokorski
Director

Gaye Stewart
Membership Chair

Keys to Unlocking the Puzzle!

Pacific Region Garden Clubs, Inc.

 **National Garden Clubs, Inc.**

www.gardenclub.org

Membership Matters: Ideas for Growth

Produced by the Pacific Region Garden Clubs, Inc.

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Design and Layout:

Produced using Adobe InDesign Creative Cloud© version 15.0.1
x64 and Adobe Acrobat Pro DC© Continuous Release version
2019.021.20061.

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Images:

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The Conservation Pledge is tied to everything we do in our gardens and the out-of-doors. It is appropriate to recite it at any garden club meeting or even—no matter the level—to keep members connected to these critical goals. 🌿

CONSERVATION PLEDGE

"I pledge to protect & conserve the natural resources of the planet earth and promise to promote education so we may become caretakers of our air, water, forest, land & wildlife." 🌿



*Piecing it
together . . .*



*so your club
grows!*



Enjoy the Process!

“Everyone wants to live on top of the mountain, but all the happiness and growth occurs while you’re climbing it.”

– Andy Rooney, journalist 



WHY New Members?

Source: National Garden Clubs
Join Us, August 9, 2019

- ◆ Gain new friends,
- ◆ Add diversity to our membership,
- ◆ Remind us how proud we are of our accomplishments,
- ◆ Increase our visibility to our communities,
- ◆ Share our passion,
- ◆ Increase our club’s energy,
- ◆ Become our future leaders,
- ◆ Bring in more new members. 



New Members are VITAL!

Source: National Garden Clubs
Join Us, August 9, 2019

Without new members, our current members will eventually ...

- ◆ Get ill or pass away,
- ◆ Get tired,
- ◆ Lose interest,
- ◆ Will no longer remain involved.



*Keep your clubs
vibrant and growing!*

“In my garden there is a large place for sentiment. My garden of flowers is also my garden of thoughts and dreams. The thoughts grow as freely as the flowers, and the dreams are as beautiful.”

—Abram L Urban





Robin Pokorski
Director
Pacific Region

Membership *DOES* Matter!

Membership—*“the number or body of members in a group.”* The trouble is when the “number” decreases.

The number one challenge I hear from nearly every garden club I visit is “we’re losing members,” “we need new members.”

Some ARE Successful!

This is a serious issue for many of our clubs, but there are some clubs that are successful in retaining and even increasing their membership.

How are they doing that? What are they doing right? This booklet is intended to share efficacious

... there are some clubs that are successful in retaining and even increasing their membership.

“RECONNECT WITH YOUR
PACIFIC REGION!”



Pacific Region Garden Clubs

ideas to make a positive difference in your club's or district's membership numbers.

Try It!

Don't dismiss any of these suggestions because you tried it before and it didn't work. Some of the circumstances may have changed or the players may have changed. What did not work three years just might work today!

Sage Advice

Georg Lichtenberg said, *“I cannot say whether things will get better IF we change; what I can say is they **MUST** change if they are to get better.”* Old Georg died in 1799—change isn't new.

There are challenges ahead, but we can arm our clubs with new and innovative methods of increasing membership! Let's do it together so that you can . . .

“Reconnect with *YOUR* Pacific Region!”



“Membership Matters!”



Dear Friends,

This little book of ideas, to build and retain members in your clubs, district and state, is just the beginning of growing your membership! You are encouraged to read the successful ideas presented here, choose several to “try out,” develop a plan for implementing them and involve club members at each step. This will build ownership for the growth and success of **YOUR** club.

Boldness!

Be enthusiastic and BOLD! If you are moving forward to inspire participation, having enjoyable and creative meetings, involving your members in sharing the ACTION, telling others about your club’s vision and mission, people will come!

Opportunity!

Membership-building is not a burden – it’s an opportunity to give new energy and joy to your club, to its members, both current and the new. Let’s just do it!

***Be enthusiastic
and BOLD!***



Involvement!

Thank you to all who shared their successful ideas to promote membership growth in the Pacific Region Garden Clubs. The call for ideas was heard beyond our region and several new ideas from outside our region were also contributed to this project.



Continued on next page.

Gratitude!

Thanks also, to the National Garden Clubs' Membership Committee who contributed recent editions of their "Join Us" publications to include in a specific section of this book.

We thank all of you for your responses and membership–building ideas. I am confident that our collective efforts will make a huge difference in moving our organization forward.

Gaye Stewart
Membership Chair, Pacific Region

Remember to . . .

"Invite, Invite, Invite!"



Table of Contents

WHY Does Membership Matter	2
Keys to Unlocking the Puzzle.	5
Words and Insights.	6
Advertise.	7
Attract & Retain	12
Incentives	17
Organizational	18
Programs	22
Recognition	29
Youth	31
More Membership Ideas	32
Planting a Club (Steps)	35
Benefits of Membership in California	
Garden Clubs	54
Golden Ideas	56
“Growing” G.C. Members in Dallas	65
Dallas Garden Club In a Nutshell.	70
Common Roadblocks: Meeting Space! . .	71
New Member Materials	72
100 Ways to Recruit New Members	81

Your Ideas Here!	88
More Ideas	89
It's Go Time!	90
News from National	92
Join Us: June & July, 2019	93
Join Us: August, 2018	94
Join Us: August & September, 2019	96
Join Us: October & November, 2019	98
Join Us: December, 2019 & January, 2020	100
Members Matter Most	102
Join Us: February & March, 2020	103
Do the Math	105
Opportunity.	106
Garden Club Members Wanted	108
Selected Bibliography	111
I GOT IT!!!	111

WHY Does Membership Matter?

By Gaye Stewart
Membership Chair, Pacific Region

Today is the beginning of a new opportunity for all members of the Pacific Region Garden Clubs to be part of the creative, energetic and successful Membership Team—Yes, YOU! It will take each of us to “GROW” our membership!

Steady Decline

In order to understand the words, “Membership Matters” one needs only to review our Pacific Region membership census over the past 10 years (2008-2019). During that time each state has lost members and, collectively, we are down 3,200 members.

Gotta Be a Team Effort

Our Region, one of eight, makes up National Garden Clubs, and membership of the national organization overall is declining as well. That’s where we come in. All of us are members of the Membership Team and we are at the forefront to reverse the tide of declining membership!

Personal Contacts!

We all know people. We can invite them to a club meeting and we can encourage those who may have left our clubs to return and see what’s new and improved.



Continued on next page.

The challenge for each State, District, and Club is to set membership goals:

1. To increase your state Club's membership by at least 10% for each of the next two years: 2019–2021.

2. Appoint a State Membership Chair who will form a team of four to six people representing the geographic areas of your state who will provide active leadership for membership development.

3. That Membership Chair of each state will become part of the Pacific Region Membership Team and, as such, will work directly with Pacific Region Membership Chair, **Gaye Stewart** (Oregon, **503.510.4370**, rosesre-membered@aol.com).

4. Develop a work plan to energize your members through their involvement in promoting great meetings filled with fun, new things to see, hear, do, and learn. Schedule

a meeting exchange with another Club to make new friends, share a special speaker, learn new ideas or share ideas that have worked for your Club.

5. Start a new Club in your community (or a nearby community) that perhaps meets at a different time of day than your Club. If you meet during the

day, perhaps the new Club in your area would meet in the evening at, say, 6:30 pm. An evening meeting would be an enticement to those who have other obligations during the day. Our four-year old club in Dallas, Oregon meets in the evening and not only has that proved to be successful, but we also have many men as active members.

6. Refer to the list of "**100 Ways to Recruit New Members**" written by **Chris Offer** for the *Club Runner Newsletter*. This is included in this book-



Continued on next page.



let. Great ideas—read it carefully and put those things to work for your Club.



person to each meeting we can double our membership in short order! When we are proud of what our Club is doing, it will

Be THAT Spark!

Here's a great plan: If each current member will accept the challenge to invite one new

person to each meeting we can double our membership in short order! When we are proud of what our Club is doing, it will be natural to want to share it with others...and they, in turn, will want to join us.

We can do this, folks! We can “reconnect” Pacific Region not only to each other, but throughout the entire National Garden Clubs organization. It starts with you and it starts with me and if the fun of the Garden Club is to resonate with others, it needs to be intentionally nurtured and actively shared with those who don't yet know what fun they are missing.

Thank you for being a valued member of the entire membership team! 🌸



Keys to Unlocking the Puzzle!



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Words and Insights

Hope these help! Garden clubs are aging out and millennials are not joining. That has to change or garden clubs will disappear in the next 5 years. I think the average age in Yuma, AZ for a garden club member is 70.

—Karen Bowen
Arizona
Western District Director

As they say, it works if you work it.

—Karen Lowe

My name is **Adele Kelly** and I am the 3rd VP and Membership Chairman for California Garden Clubs, Inc. (CGCI). Included are ideas for building membership from our state. The ideas presented are not listed on the NGC website, nor are they listed on the handout titled “100 Ways to Recruit New Members” which was distributed at the last Pacific Region convention. So, I believe there is no duplication.

—Adele Kelly

Absolutely “Yes”! We need all the good ideas we can bring to meet the goal of building/retaining Membership.

Clubs have to do things differently now from 40 years ago. Everything is busier, super tech-based, people connections are not face-to-face, info comes from Google and Alexa, and more. Our club draw has to be worth their time and be of new interest to them, and, it has to be fun!

I’m always thinking of little things I can do to care/nurture our members.

This week, I did something new following the meeting. I contacted 4 of the absent people to let them know we missed them. Apparently 2 are out of town, but 2 responded and were pleased to be missed.

—Gaye Stewart
President

Dallas (Oregon) Garden Club 



Advertise

Definition:

1. To announce or praise (a product, service, etc.) in some public medium of communication in order to induce people to buy or use it:
2. To give information to the public about; announce publicly in a newspaper, on radio or television, etc.:
3. To call attention to, in a boastful or ostentatious manner.

www.dictionary.com

Your club can have a first-rate program and conduct fun and educational field trips and activities. However, if you don't let your community know, new members won't find you.



Have a garden club member designated as a columnist representing the district with a monthly column in the local newspaper. The column can list monthly garden club meetings, speakers and location of meetings, up-coming garden club events and document events that have been completed.

—Karen Bowen
Arizona

Western District Director

Have an open Facebook page for the district that lists garden club activities within the district. List meetings, activities and fundraisers and garden information on the page for the public to enjoy reading.

—Karen Bowen
Arizona

Western District Director

Have your District sponsor a raffle for an item with the public buying tickets and the

Continued on next page.



proceeds helping pay for the annual district meeting.

—Karen Bowen
Arizona
Western District Director

Ask to attend a Master Gardener class and hand out pamphlets about your club and invite new master gardeners to attend your next meeting. Also invite them to gain needed hours by working at your club's fundraising or community service events. As the master gardeners get to know your club, hopefully they will join.

—Karen Bowen
Arizona
Western District Director

Have a monthly gardening demo at a local nursery to attract the public. Hand out pamphlets about your club. Demos could be pruning a rose, planting bulbs in a glass vase, planting a fall or spring container filled with annuals, etc.

—Karen Bowen
Arizona
Western District Director

Place a poster and/or handouts in the library advertising club meetings and special events.

—Karen Bowen
Arizona
Western District Director

I leave our pamphlets with my business card stapled to it at every table, info rack, bulletin board around town as I



go about my errands. I have a prospect that called me just yesterday that teaches the deaf and says she picked up my pamphlet at the fair.

—Karen Lowe

Create a tent club sign by asking local parks and recreation departments for one of their heavy traffic tent markers. If one is not available, make one yourself! Then, cover it with your club's name along with the meeting day and time. Make it visible to passersby a day or two prior to your club meeting or event.

—Robin Pokorski
Director
Pacific Region Garden Clubs



Continued on next page.

Purchase a vinyl banner for your club, district, or state. Best to have one with grommets in the corners so you can easily display it by the door of your meeting place or at the hotel where a state meeting is being held.

—Robin Pokorski
Director
Pacific Region Garden Clubs

If you have a local newspaper, you may have the opportunity to promote your club meeting in its Community Calendar section for free. Remember

to include your club's name, meeting time and location, the special speaker or topic to be

covered, contact information and be sure to indicate it's free and guests are always welcome.

—Dallas (Oregon) Garden Club

We create club meeting flyers (or use copies of our newsletter) each month to highlight our upcoming meeting. We distribute them the week

before our meeting to the local library, nursery, feed and seed store and the Senior Center. Some club members also take them to their church and distribute them to interested folks. The trick is to get the word out about your club, in whatever way you can, to as many people as possible.

—Dallas (Oregon) Garden Club

Don't assume that your local paper won't print information about garden club activities. Send them articles and pictures of your various projects and activities.

—Multiple Sources

IF your meetings are FUN, informative, and organized ... people will show up just by word-of-mouth or because of a personal invitation by one of your members.

—Multiple Sources

Advertise special field trips, guest speakers, hands-on workshops and craft projects so that potential members will find out about your club.

—Multiple Sources



Continued on next page.



Create a brochure with information about your club and when/where you meet. This is a good place to highlight some of your activities and current projects. Be sure to have contact information so people can

have a way to get additional information.

—Bob Disher
Dallas (Oregon) Garden Club

Other Membership Ideas

The following ideas came from **OSFGC President Tanja's** recent survey of Oregon Club Presidents:

◆ We are presently organizing an area “garden of ideas” to help new homeowners who live in condos and small houses in the NW/SW area of Portland. There are many with balconies. We will advertise in the Cedar Mills News and the event will be held at Christ United Methodist Church in Cedar Mill. We are expecting good attendance.

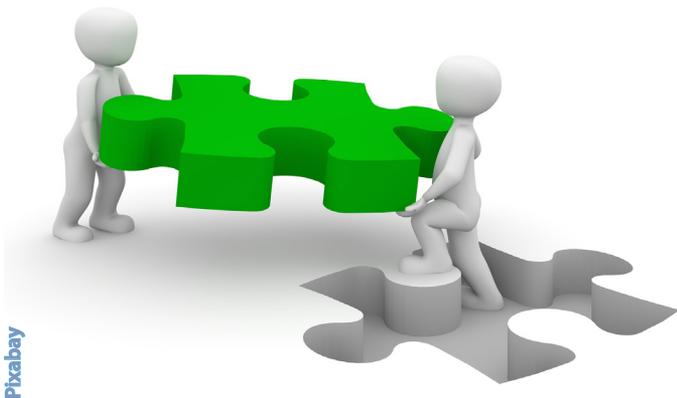
◆ We participate in the Spring Home, Yard and Garden Show put on by the Salem Builders Association every year. We always get 2 or 3 new members at this event. We follow up with them and for those who come to a meeting from the show, we give out small thank you gifts. We also had a “bring a friend to the club meeting night” – it was at our Dessert Social in November and we had small gifts (seed packets) to give those who came. Two people joined at this event.



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Cheryl Drumheller, OSFGC Membership Chair, shared these comments she gleaned from her conversations with members from several clubs.

- ◆ Checking with those who recently attended one of our garden tours is an excellent first step in encouraging their interest in joining our club.
- ◆ Word-of-mouth remains the best recruiting tool for our club. We encourage friends to tell other friends and neighbors about us and to extend an invitation to visit one of our club meetings and before you know it, we have new members.
- ◆ Our local newspaper is very good about printing articles and pictures we provide about our club meetings and activities. We use this publicity as “conversation starters” when we talk to someone about our club.
- ◆ One club gives each guest a fresh flower and a thank you (applause) for attending. They feel it is important to make their guests feel welcome. 🌸



Pixabay



Attract & Retain

Definition:

Attract:

To draw by appealing to the emotions or senses, by stimulating interest, or by exciting admiration; allure; invite:

Retain:

To keep possession of. To continue to use, practice, etc. To continue to hold or have. To keep in mind; remember. To hold in place or position.

www.dictionary.com

People have many choices of clubs and organizations to join. Put YOUR club's best foot forward and stand-out among the crowded landscape. Then, once you have a prospect's attention, get them involved so they have ownership in your club.

Have a club or district luncheon where members bring friends who are not in the garden club. PowerPoint presentations can be shown to show what clubs within your district are doing. Members can also speak about what they find positive about being a garden club member.

—Karen Bowen
Arizona
Western District Director

Applications and pamphlets for each garden club can be handed out. Silent auction of donated items from club members could help pay for the luncheon.

—Karen Bowen
Arizona,
Western
District
Director



I talk to everybody I meet about our garden club! My hair designer patrons, at farmer's market, my foot doctor (who is a talker also),



grocery checkers, and especially anyone that looks like they could use a flower. I just keep inviting everybody. You just can't be shy.

—Karen Lowe

Send invitations to join to teachers, nurses, city workers and public service, particularly those retiring. Use connections from our members, especially teachers.

Method:

“Thank you for your service” cards or single flowers on Valentine’s Day, Last Day of School, Summer Break, First Day of School, Nurses Day, First Day of Spring, etc...

—Darla Bulmer
Social Media and Website Chair
Dallas (Oregon) Garden Club

Host Evening Gardening Workshop with a craft or seed exchange, focusing on “Plant a seed, Grow our Club!”

—Darla Bulmer
Social Media and Website Chair
Dallas (Oregon) Garden Club

Provide seed packets printed with invitation to join DGC to Dallas Welcome Bag through Chamber of Commerce, service clubs, schools, etc.

—Darla Bulmer
Social Media and Website Chair
Dallas (Oregon) Garden Club



Request city/ water bill include postcard invitation in monthly bill. Get on city welcome site for new people. Contact local reporter for article on club, discuss changes in how people

join clubs, etc.

—Darla Bulmer
Social Media and Website Chair
Dallas (Oregon) Garden Club

Continued on next page.





Reach young people with workshops at the library or other public place - social media, find work they support (organics, pollinators and water saving - rainbarrel demo) and offer Mommy&Me workshops!

—Darla Bulmer
Social Media and Website Chair
Dallas (Oregon) Garden Club

Use a Facebook Community Page and start interacting, post articles, invite people in your community to your meetings.

—Darla Bulmer
Social Media and Website Chair
Dallas (Oregon) Garden Club

Get on local radio, using PSA time (free) to share about risk to pollinators and Blue Star Project.

—Darla Bulmer
Social Media and Website Chair
Dallas (Oregon) Garden Club

Have fun and show it! T-shirts, canvas shopping bags, printed paper bags at grocery store doors (forgot your bag, let me help you... with invitation to join...)

—Darla Bulmer
Social Media and Website Chair
Dallas (Oregon) Garden Club

Be Local, Love Local!

—Darla Bulmer
Social Media and Website Chair
Dallas (Oregon) Garden Club

Scarecrow Festival: A family event held in Lake Forest, Illinois. Participants create scarecrows that are placed on exhibit for one day - no entry fee. Children and adults are encouraged to participate. This festival is held to thank the community for supporting the annual spring plant sale. Prizes are given, and event receives lots of publicity.

—Source Unknown

Celebration of the Rose: A contest to honor the community's best rose garden. Could be adapted to other types of plants at various seasons, such as bulb gardens; chrysanthemum plantings; perennial gardens; plantings of annuals - the possibilities are endless. This contest could continue throughout the

growing season, with a sign that is placed in the yard of each week's contest winner.

—Source Unknown

Patio and Container gardens contest: Tailor-made for promotion in densely populated areas/ cities with many apartment dwellers. Also popular with children and senior citizens.

—Source Unknown

Offering garden tours often brings in new members. As a fun twist, have a BBQ at one of the houses where members/ guests are asked to bring a pot-luck dish or beverage.

—Source Unknown

Set up a table/booth telling what you're all about at a local mall or at a Spring and Fall Garden Home Show. Often this can be done for free. Consider joining forces with other clubs in your area/district and have displays with pictures and articles telling what your



club is about and WHY they should join. One suggestion is to tie this into National Garden Week.

—Source Unknown

Invite your favorite local florist to present a club meeting program. They could provide an educational program on creating a vase bouquet for your table, utilizing succulents in a dish garden, creating a dried floral bouquet and much more.

The florist could later become a source for fresh flowers, creative containers, supplies and even suggestions to assist in your design projects.

—Dallas (Oregon) Garden Club

Recently, our garden club invited a Feed and Garden Supply business owner to present a program to its members in preparation for the coming growing season.

Those at the meeting were given many tips on using compost, building good soil, the role earthworms play in the soil, the difference in using organic products, rather than non-organic, and much more.

One of his favorite lines of safe, effective organic products is

Continued on next page.



Espoma and several varieties were provided for a drawing at the end of his presentation. He even offered to problem-solve plant issues for us, as-needed, and encouraged us to bring a leaf or branch, along with a photo of the plant in its natural setting, to help in the diagnosis. Another great community partnership in the making!

—Gaye Stewart
President
Dallas (Oregon) Garden Club

As a side note, the meeting and speaker were promoted in a free public service announcement in the local weekly newspaper. There were 13 visitors present at the meeting and 10 elected to join the Club that night.

—Gaye Stewart
President
Dallas (Oregon) Garden Club

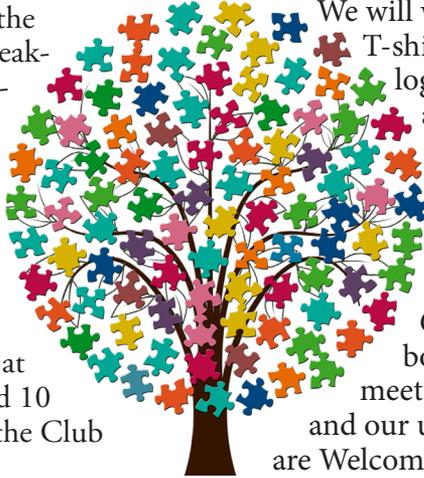
The Dallas Garden Club is working on plans to :

***We had planned to participate in both of these events in 2020. However, both were cancelled that year due to the Coronavirus Pandemic.**



1. Create a 10' x 14' display booth at the Polk County Fair in August, 2021*, depicting Who we are, What we do, Where we are, ... and Invite, Invite, Invite!

2. Be an entry in the Annual Dallas Crazy Days Parade in July, 2021*, which draws parade-watchers from the entire Willamette Valley.



We will wear our Club T-shirts with the logo, “Making a difference, Where we live,” and distribute packets of seeds labeled “Dallas Garden Club” and a bookmark giving meeting information and our usual “Visitors are Welcome” message (remember the “Invite, Invite, Invite” challenge?).

Even if not all of our 52 members choose to walk in the parade, we are confident we will be an amazing and fun parade entry!

—Gaye Stewart
President
Dallas (Oregon) Garden Club



Incentives

Definition:

Noun:

Something that incites or tends to incite to action or greater effort, as a reward offered for increased productivity.

www.dictionary.com

People usually enjoy getting recognized for their efforts with notes, certificates, or small gifts. The old adage is true—it's not the cost of the recognition, but the thought behind it that matters most.

Reward members who were active in a special club activity with coupons for free ice cream, bakery items, and so forth when the activity is completed.

—Karen Bowen
Arizona
Western District Director

At the end of the year, the president of a garden club can hand out "Certificates of Excellence" to members who went beyond

the necessary during the year. A pretty potted plant or flower arrangement can accompany the certificate.

—Karen Bowen
Arizona
Western District Director

Have a "Member of the Month" tri-fold display that highlights a member w/ photos of their family and activities they participate or enjoy doing besides garden club. This helps the club get to know their members better. A coupon for a treat can be given to the highlighted member.

—Karen Bowen
Arizona
Western District Director

Just a meaningful handwritten thank-you card by the president to members who have helped with a special project means a lot. Kind words are remembered, especially when written.

—Karen Bowen
Arizona
Western District Director 



Organizational

Definition:

Noun:

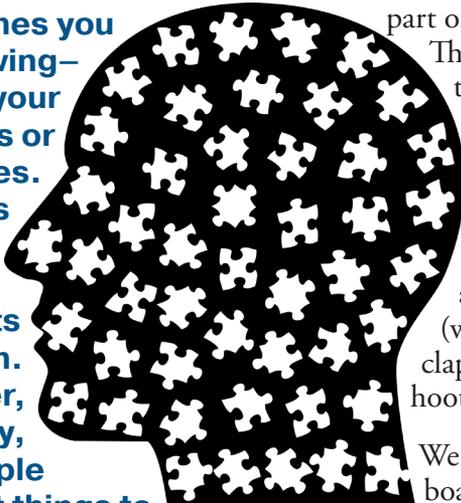
The act or process of organizing. The state or manner of being organized. Something that is organized.

Adjective:

Of or relating to an organization. (Informal) conforming entirely to the standards, rules, or demands of an organization, especially that of one's employer.

www.dictionary.com

Sometimes you have to wing—it in your meetings or activities. That's expected! No one expects perfection. However, generally, people expect things to



be thought through and “organized.”

Remember, people have choices as to where to put their time and club—joining dollars. Plan your meetings and work your plan!

When a member joins our club they receive two name tags. One in white and one in bright green. They wear their green name tag until THEY feel they are a part of the club.

Then, at each meeting, we offer the time for “the tearin’ of the green.” This is when the new member feels he/she is a

part of the group.

They would then stand up, remove their green name tag, and rip it in two to tumultuous applause (well, I always clap loudly and hoot).

We talk at our board meeting

that “greenies” should be ready to rip their green name tag within a couple of months of joining.

Another benefit of this practice is it is easy for everyone to spot a new member so they can make the person feel even more welcomed to be part of the group.

—Robin Pokorski
Director
Pacific Region Garden Clubs

Nametags for all members and have them available to pick up at the door. Smaller clubs seem to forget this.

—Kris Ayers
Washington
Membership Chair
Bogachiel Garden Club

Sit with new members and the newest members, not with your buddies with whom you are very comfortable to be around. Make sure you are attentive and available to explain any activity or event that seems puzzling to the new member.

—Kris Ayers
Washington
Membership Chair
Bogachiel Garden Club

Conduct an “exit interview” if a member leaves the club. This can be done informally over the phone, through e-mail, or in person. Inquire as to what departing member liked about the club and what can be done to improve the club.

—Kris Ayers
Washington
Membership Chair
Bogachiel Garden Club

Track your membership stats

or, “Keep on Counting” membership stats are based on paid club dues which are sent to each State’s

Treasurer. District Directors and State Officers can determine membership numbers by state, district and club, by requesting a copy of their State Treasurer’s membership spreadsheet. Upon reviewing the data, one can see the membership growth, or loss, for each club



Adobe Stock



and district. To do so, and offer support to assist where needed, is being pro-active. No state wants to lose a club, but we must “be counting” so we can be of support before it’s too late!

—Gaye Stewart
President
Dallas (Oregon) Garden Club

In Oregon, clubs can’t just close without following a state-adopted process and complete a dissolution form. Unfortunately, if we wait until we receive their completed form, we most likely will have missed the opportunity to help. The secret is to start looking for ways to help now, so we won’t have to say “good-bye” later.

—Gaye Stewart
President
Dallas (Oregon) Garden Club

Does your membership application have places where members can indicate their interests? Ours has two sections for that. The first is geared toward program type areas such as what they would like to learn about. The second area is geared towards what type of involvement they would like to have. Here we list the committees/projects that a new member could help with. Keep in mind that most new folks don’t indicate anything there, but at least it gets them thinking about future involvement.

Then, the more critical question, is what do you do with those applications and the information? In our case, we have a three-ring notebook for the paper copy, but more importantly we use multiple linked databases and queries to manage all of that information. As



part of that, our Executive Committee all have printouts of interests/committees and the people interested in each. This helps with planning programs and activities.

—Bob Disher
Dallas (Oregon) Garden Club



Continued on next page.

We have dabbled quite a bit with “branding” whereby we use the same colors, fonts, and “styles” in our published documents (such as newsletter, brochure, application, Prospective Member Packet). Additionally, we have a club logo designed by a local artist who also happens to be in our club. This is used in our publications as well. It provides a uniform look that is easily recognizable over time.

—Bob Disher
Dallas (Oregon) Garden Club

While our members all have a roster with each other’s email address, we always send “official” club mailings as a BCC (blind carbon copy). This is out of respect for people’s privacy because we encourage members to forward club newsletters, announcements, and the like, onto family, friends, and neighbors. We have signed-up many

new members because of this practice.

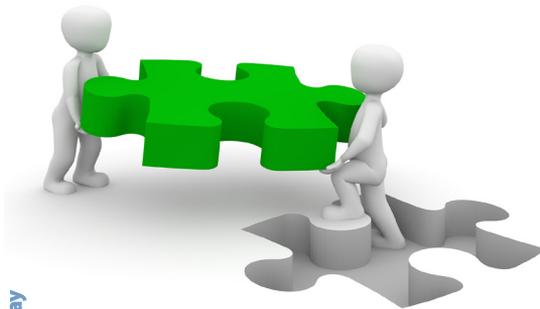
—Bob Disher
Dallas (Oregon) Garden Club

Each new member who signs up is presented with a list of club activities, a temporary membership card, and year-book of your club. Be sure to follow-up their visit with a note from the club (President and/or Secretary?) welcoming them to the group.

—Multiple Sources

We have our meetings in the evening so a younger crowd can attend the meetings after their work day.

—Becky Hassebroek
Membership Chair
Alaska Garden Clubs 



Pixabay



Programs

Definition:

A plan or schedule of activities, procedures, etc., to be followed.

www.dictionary.com

Having a meaningful program keeps members returning to your meetings and helps to seal the deal with your visitors deciding to join your club. The key is to know what people want and to offer a variety of planned programs so that people leave your meetings feeling that it was time well-spent.



“In a Forest Dark and Deep”—(Build a terrarium) Those attending (youth and/or adults) bring their own glass jar or terrarium and a tiny plastic creature to live in the terrarium. (dinosaur, alien, fairy, etc.)

The garden club provides soil, charcoal, gravel, and plants for those in attendance to create their terrarium.

Hand-outs are given to attendees with information about the club's meetings and monthly speakers. Tri-folds giving information about the club can be displayed.

—Karen Bowen
Arizona
Western District Director
Yuma, AZ 85365

“Art in the Garden”—(Local artists, both adults and youth, create a painting or other type of artwork, such as beading, molding clay or creating gift cards, in a garden or park.)

The public is invited to walk around and view the artists at work and vote for their favorite artist. The artist earning the most votes by the public is awarded the “People’s Choice Award” and a cash prize.

Local high school or college art teachers judge the artwork and award “Best in Show” and “Most Creative Artwork” and cash prizes. Artists can sell pieces they have already completed at the event. The club can sell refreshments as a fundraising event.

Tri-folds giving information about the club can be displayed and hand-outs about monthly programs and location of meetings can be given to the public.

—Karen Bowen
Arizona
Western District Director
Yuma, AZ 85365

“It’s Show Time”—(Sponsor a play by a local acting group or a concert by a choral group). Local groups are often searching for venues for their plays or choral performances. A garden club can sponsor a play or concert and hold a dinner or dessert buffet as a fundraising event along with the performance.

Tickets are sold to the public covering the cost of the food and any venue rental fee. This type of event brings together a

large number of locals (30–100 depending upon the size of the venue) with a local garden club whose members are helping serve the meal, wait tables, etc.

Hand-outs about the garden club and its meetings can be given to those in attendance. A 50/50 raffle can be held as a fundraiser, or a silent auction of items donated by garden club members, before the event begins.

Tri-folds giving information about the club can be displayed and hand-outs about monthly programs and meeting information can be handed out.

—Karen Bowen
Arizona
Western District Director
Yuma, AZ 8536

Take a big aluminum tub and fill it with soil. Then plant an envelope of tomato seeds and wait six weeks.

In the meantime, create a “how to grow tomatoes” flyer that also contains information on your club. When the seedlings have reached a height of 4–6”, take the tub, a couple of



bags of soil, 4" nursery pots, a couple of trowels, tomato info flyers and a bunch of club brochures to a public place. (I used the back of my SUV with the hatch open at our local public library.)

As people came and went, they could take a 4" pot and go home and plant their own seedling. In addition to the plant, they would have the "how to grow tomatos" flier and a club brochure.



—Robin Pokorski
Director
Pacific Region Garden Clubs

Volunteer to present programs or prepare displays on horticulture to your local library.
—Source Unknown

Volunteer to have your club present a program or prepare flower arrangements in a historic home in your town/ city.
—Source Unknown

Hold a plant "clinic" at a local nursery or mall. The sponsor-

ing business should publicize and promote the event. Garden club members, experts on specific plant types would be present to analyze problems/ pests of specimens brought to the clinic by the public, and advice given to correct problems. Short programs on various topics could be offered during the clinic.
—Source Unknown

If your club is small, or you just want to increase the fun and fellowship, you may wish to invite another club to join yours for a special guest speaker, a hands-on workshop, or a field trip.
—Dallas (Oregon) Garden Club



The Grow and Show Garden Club in Salem (Oregon) invited the other 3 clubs in the Capitol District to attend the Summer Garden Tour of their members' gardens. It was a wonderful experience, providing the opportunity to meet and begin to get acquainted with members from other clubs. The Dallas Garden Club then returned the favor and invited all of the clubs to their own garden tour and barbeque.

—Gaye Stewart
President
Dallas (Oregon) Garden Club

In December, we enjoyed another combined activity when we visited a wholesale grower of poinsettias. The flowers were absolutely beautiful!



We also discovered that when we combine, we often have more than enough people to warrant a guided tour or a special guest speaker and that makes it even more fun. Saying it another way, we are convinced that numbers do count!

—Dallas (Oregon) Garden Club

Basically, we open all of our educational programs to the public and place the events on social media. This has really helped our clubs.

—Becky Hassebroek
Membership Chair
Alaska Garden Clubs

Greater Eagle River Garden Club's projects are listed in the local newspaper and we invite the public to partner with us. I became involved with the Chamber of Commerce and now help with parks renewal projects. I write a Garden Column in my hometown newspaper weekly all summer where I can bring attention to local gardening events.

—Becky Hassebroek
Membership Chair
Alaska Garden Clubs

I encouraged members to go to the Master Gardeners course and our club just had six graduates in December. These six new Master Gardeners are self motivated, smart gals and they are ready to go.

—Becky Hassebroek
Membership Chair
Alaska Garden Clubs

In Las Vegas there is an active group interested in seed exchanges who asked to use the garden club's house for a "Seed Exchange" event. More than 150 people came, plus other people who brought plants, such as fig trees and guava starts, all as giveaways. This excitement generated several new garden club members.

—Beverly Noyer
Las Vegas, Nevada



annual city parade held the Friday following Thanksgiving. Club members join together, dressed in red sweaters, green garden club aprons, crazy hats and highly decorated rakes, to "dance" in the Santa Parade. We also distribute small plastic bags filled with bird seed and include information about our club. It is fun to show off our "silly side" and I have it on good authority that the "Rakettes" are one of the crowd's favorites.

—Patty Sorensen

Several clubs have wonderful plant sales for the public which generates interest in garden club membership. Some of them are new residents in Nevada and wish to learn more about the plants suitable for their gardens.

—Beverly Noyer
Las Vegas, Nevada



McMinnville Garden Club (Oregon)

Our meetings include lots of FUN!!

—Multiple Sources

Christmas Parade

The McMinnville Garden Club begins the Christmas (holiday) Season by participating in the

Habitat for Humanity

In recent years, the McMinnville Garden Club has partnered with the Habitat for Humanity to assist the new homeowners with landscaping their lawn and garden areas. The club has helped with de-

sign plans, plants, soil, garden hoses, and bark dust, as well as some physical labor to work alongside the new owner as they transformed their new house into their family home.

—Patty Sorensen
McMinnville Garden Club (Oregon)

Yard of the Month

From April through October, a committee of the McMinnville Garden Club selects a local homeowner whose front yard is remarkable for its design and use of seasonal plantings to be the “Yard of the Month.” The yard must be maintained by the homeowner to be considered. The local newspaper publishes an article about the winners and the club promotes them on its website, as well as with a sign in their front yard during the month they are being honored.

—Patty Sorensen
McMinnville Garden Club (Oregon)

Fund-Raising with Style

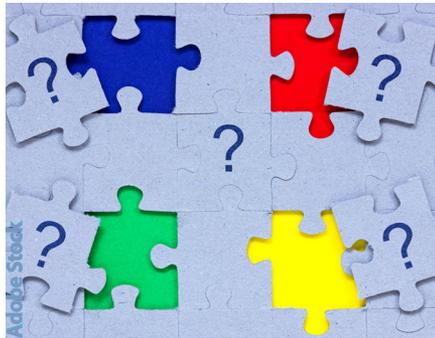
The McMinnville Garden Club has an annual fund-rais-

ing event that has thrived for 20 years and is now touted as a “signature event” for the community. Every year on the Sunday following Father’s Day, the club stages a 5 home garden tour and a companion garden faire in the historical section of

town with up to 75 vendors selling plants to yard art and everything in between.

This event provides high visibility for the club and the significant proceeds generated are used to fund several college scholarships, for high school seniors moving on to study horticultural related subjects, and for multiple city-beautification projects.

—Patty Sorensen
McMinnville Garden Club (Oregon)



Continued on next page.

Recognition

Definition:

An act of recognizing or the state of being recognized.

The identification of something as having been previously seen, heard, known, etc.

The perception of something as existing or true; realization.

The acknowledgment of achievement, service, merit, etc.

The expression of this in the form of some token of appreciation.

The acknowledgment of something as valid or as entitled to consideration.

The acknowledge of achievement, service, merit, etc.

www.dictionary.com

Greet members and guests as they come up to the door. If possible, have nametags in hand and greet them warmly. This means that you should arrive at the meeting place early and have all of your other duties completed. All attention is on the arriving members.

—Kris Ayers
Membership Chair

Make sure new members and guests are introduced at the beginning of the meeting. Then have new member information published in the upcoming agenda/minutes (I try to put in agenda as each member receives one at the beginning of each business meeting).

—Kris Ayers
Membership Chair

Give a small gift such as a fresh flower to guests who attend your meeting. Be sure to follow-up with a rousing applause from the membership.

—Source Unknown

Create a certificate specifying the person's accomplishments for the club and expressing

appreciation for their contribution. Print it on a colored, bordered paper, frame it, and publicly present it to the person at a club meeting.

—Gaye Stewart
President
Dallas (Oregon) Garden Club

your members. Both items are available at the Dollar Store. (Note: Keep a log of presentations so you know who and when you acknowledged them. Spread the joy!)

—Gaye Stewart
President
Dallas (Oregon) Garden Club 

Create a “Shining Star Award. You can purchase five to a package at Michael’s or Dollar Store.) Write up a reason they are a club Shining Star and present it to each recipient during your President’s Time. Do several of these at each club meeting as a way to express your appreciation of



Pixabay

YOUTH

Definition:

The condition of being young.

The appearance, freshness, vigor, spirit, etc., characteristic of one who is young.

The time of being young; early life.

Young persons collectively.

www.dictionary.com

Sponsor a Girl Scout Troop or a Boy Scout Troop so they can earn a gardening patch. Plan activities that will allow the group to earn their patch. Mothers of the scouts may decide to join and the kids will hopefully join when older.

—Karen Bowen
Arizona
Western District Director

“Mr. Smarty Plants Patch”— (Girl Scouts and/or Brownies earn a gardening patch) A garden club can help local girl scouts earn a “Mr. Smarty Plants Patch” (other plant-re-

lated patches can be earned, as well). The club creates a gardening project that fits the requirements for the scouts to earn their gardening patch. (The girl scout coordinator has information as to what the requirements are for each girl scout patch.) Plants are supplied by the club, and members mentor the girl scouts as they complete their project and earn their patch. Hopefully, some of the scouts’ moms will be inspired to join your club.

—Karen Bowen
Arizona
Western District Director



More

Membership Ideas



By **Gaye Stewart**
Membership Chair, Pacific Region

1) Generally speaking, it's wise to avoid stopping your club meetings during the summer or winter months as it may be difficult to "Jump Start" them again.

If you must stop, do something to fill the "void" while being apart—maybe do a recipe exchange related to the season by sending by email to "All" members, or send plant ideas, or a newsy newsletter with info about your members, coming club plans, contest opportunities and programs.

2) Consider changing your meeting site

periodically to add variety. Those members who've driven across town might appreciate a meeting venue closer to their residence.

If that is not practical, how about having a special "theme night" to give your meeting a different look?

3) For free, or almost free meeting sites, consider checking with a

local church. Serving the community is likely part of their outreach ministry and some of their church members may wish

to join your club. This can be a "Win-Win!"

4) Clubs may wish to host a "guest" night whereby club members are encouraged to bring a guest



and present them by introducing them at the beginning of the meeting.

Be sure to have guest nametags available and maybe in a different color to better distinguish the guests. P.S. Have club pamphlets and



membership forms in a colored folder to give your guests upon their arrival or introduction.

5) Club members are encouraged to wear club hats, aprons, t-shirts, sweatshirts and jackets in public. These can be a great conversation starter for you to tell about your club and invite them to a meeting.

It really impresses people if you can give them a club business card with meeting day, time, location and your phone number where they can call for more information.

6) At both club and district meetings, appoint a friendly, smiling person to serve as a greeter at the door to welcome everyone as they enter.

Let people know their attendance at your educational, participatory and fun-filled meeting is

appreciated.

7) To add an element of surprise, find a bright colored box with a lid to hold small gifts for your club members monthly.

A rectangular photo storage box is perfect and costs about \$3. Make a big deal about “what is the surprise hidden in this box for you?” Sometimes its flower seed packets, purchased or labeled saved seed from my garden, gladiola bulbs, packets of floral preservative, or special wrapped candy for a seasonal holiday meeting. Pass it around

so each person may pick one to take home.

8) Consider a contest among the clubs in your district just for fun. The Capitol District in Oregon currently has 4 clubs. The local garden supply store in Dallas has offered giant pumpkin seeds to use for a pumpkin-growing contest this coming growing season.

This should be fun and will attract attention in each neighborhood when the pumpkins grow to 800 pounds or so. And who knows—we might even get some new members who want to learn how to grow huge pumpkins like us.

9) Develop a club logo that depicts your mission or focus; place it on a t-shirt or sweatshirt for members to purchase. Orders can be taken according to sizes/styles needed, plus include a few extra for future new members to purchase. Our experience in Oregon is that the cost rang-

es from about \$12 to \$20. Be sure to wear these when you're together for a meeting, plant sale, field trip, a work party or your district or state convention.

It helps to create a sense of TEAM and people seem to like that togetherness.

10) Every Club can benefit from having a club business card which includes the club name, day and time of meetings, and the meeting location (be specific so people can use the app on their cell phone to get directions).

Give each club member 10 cards or so; ask them to add their first name and contact info (phone or email) to the cards and then hand them out to friends or people they meet in nurseries, out in the yard, or even in the grocery store. Remember, the **BIG** secret is to:

*Invite,
Invite,
Invite! ☺*



Planting a Club

By **Gaye Stewart**
Membership Chair, Pacific Region

You may be familiar with the phrase, "planting a Church" whereby an established church commits to begin a new church in an area not currently being served by their denomination.

The established church usually begins their project by identifying communities that seem to have the greatest need and, therefore, the greatest potential for success.

Garden Club Perspective

From a Garden Club perspective, a casual survey of Oregon would quickly reveal many towns and cities that either are not being served by a federated Garden Club or, if they are being served, might greatly benefit from having an additional Club that would meet on a different day of the week, or perhaps in the evening or on the weekend.

Once this information is gathered, it is an easy next step to ask the question: *"Since we're all about growing things, why couldn't we 'plant' Clubs where cur-*

rently there are none?"

Personal Example

I have been thinking about this question for some time and I was recently moved to take action.

I live in Dallas, Oregon, a town of about 15,000 people, and there was no Garden Club. The closest federated Clubs are in McMinnville and Salem. What would I have to do to change that?

Here are the initial steps I took to bring my plan to life:

Step One: A Place!

1) I found a free meeting place!

My choice was a large Sunday School room in my church that was big enough to hold 60 people...plenty of room to grow!

Continued on next page.



A facilities request was completed, submitted and approved for the requested date for our first meeting, (attached)

Step 1



Facility Use Request
See reverse side for policy guidelines

Office Use Only	
Office Mgr. Approval:	_____
Facility Mgr. Approval:	_____
Trustee Approval:	_____
Kitchen:	_____
Sound:	_____

Date Received: Jan 27, 2016

Committee/Ministry: Elders/GARDENING OUTREACH

Event: INFORMATIONAL mtg. for FORMING A DALLAS AREA GARDEN CLUB Contact Person: GAYE STEWART CELL # 508-510-4370

Event Date and Time: MONDAY, FEB. 8, 2016, 7pm

Set-up Day and Time if applicable: SETUP @ 6pm - through w/ CLEANUP by 9pm.

Facilities Needed: (Circle all that apply)

- | | | | |
|---|-----------------|-------------------------|--------------------------|
| Activity Center (Gym) | Ambassador Room | Basement (Cubbies Room) | Berean Room |
| <input checked="" type="checkbox"/> Builders Room | College Room | Cornerstone Room | Disciples Room |
| Firm Foundations Room | Kitchen | Library | Nursery (Infant/Toddler) |
| Primary Department | Sanctuary/Foyer | Room 101 (Basement) | Youth Center |
| Other: _____ | | | |

Equipment Needed: (Circle all that apply)

- | | | | |
|--------------|-----------------|--------------------|---------------------------|
| Television | VCR/DVD Player | Overhead Projector | Sound Equipment |
| Piano | Video Projector | Tables | Chairs - <u>THERE NOW</u> |
| Dishwasher | Oven | Coffee Makers | Pantry (unlocked/open) |
| Other: _____ | | | |

Please indicate desired room layout, complete with necessary seating capacity and where you would like equipment placed.

N

The room setup will be perfect as it is for Sunday School.

W

E

S

PLEASE NOTE: CURRENTLY THERE ISN'T A LOCAL GARDEN CLUB AND BOTH CHURCH AND COMMUNITY ^{PEOPLE} HAVE EXPRESSED INTEREST.

If this is a repeating event, please indicate all occurring dates: MONTHLY if club forms.

2) Communicated my plan and invited our District Director to our first meeting. In this case, **Sally Weathers**, Director for the Capital District, agreed to attend and participate in our informational meeting.

3) Advertised widely about a new Garden Club being formed:

- ◆ Wrote Community Event notices for the local paper. In Dallas, it's the Itemizer–Observer, a weekly paper, and there are free notices of coming events in each edition.

- ◆ Made a half-page flyer telling the “What, When and Where” of the new Club and the date, time and location of the first Informational Meeting. Our flyers were delivered to:

- The Dallas City Library
- The Old Mill Feed and Garden Store
- Van Wells Building Supply & Garden Center
- The Evangelical Bible Church (where our meeting was to be held)
- Ceres Gleann Community - a 55+ community in Dallas where we live
- The Mid-Valley Christian Academy in Monmouth where I volunteer as the School's Superintendent
- My husband's breakfast group
- Also mailed flyers to our gardening friends and other local prospects who we thought might be interested in gardening.

- ◆ The meeting notice was also placed on my personal Facebook page.



Dallas Garden Club Forming

Informational Meeting: Monday, February 8th, 7 p.m., Builders Room at the Evangelical Bible Church, 1175 SE Howe Street (enter through breezeway on Miller Street).

Who Is Invited? Anyone with a passion for growing flowers, gardening or for learning how to create beauty in your own garden sanctuary or in community places.

When will the Club meet? Time and place for monthly meetings will be selected based on the preference of those attending the informational meeting.

How will the Club be organized? The Club will be open to both men and women and will be part of the Oregon State Federation of Garden Clubs.

Questions? Contact **Gaye Stewart** (503-510-4370).

Polk County

Itemizer-Observer

Volume 141, Issue 5 www.Polkjo.com February 3, 2016 75¢

New Garden Club seeks members

The new Dallas Garden Club seeks those who have a passion for gardening. An informational meeting will be held on Monday at 7 p.m. at the Builders Room in the Evangelical Bible Church, 1175 SE Howe St., Dallas.

The new club will be part of the Oregon State Federation of Garden Clubs.

For more information: Gaye Stewart, 503-510-4370.

	wed	thu	fri	sat	sun	mon	tue
<p>THE NEXT 7 DAYS PLANNING FOR YOUR WEEK</p>	<p>Grab your yarn and knitting needles or crochet hook and start "knitting for Others" at St. Thomas Church. 2-5 p.m. Free.</p> <p>Rain Hi: 47 Lo: 42</p>	<p>Enjoy coloring with other adults at Mouth Public Library. Supplies are provided for this relaxing pastime. 2-3 p.m. Free.</p> <p>Showers Hi: 51 Lo: 39</p>	<p>Guthrie Park Community Center on Kings Valley Highway will be alive with music at its acoustic jam session. 7-10 p.m. Free.</p> <p>Rain Hi: 53 Lo: 40</p>	<p>Head down to the Bicknell Garage Hall for its monthly flea market and enjoy breakfast or lunch, and baked goods. 9 a.m.-4 p.m. Free.</p> <p>Cloudy Hi: 50 Lo: 37</p>	<p>"KP and the Kings," a quartet from Polk County, will perform gospel music a capella at Grace Baptist Church. 11 a.m. Free.</p> <p>Cloudy Hi: 60 Lo: 40</p>	<p>Meet more people who share your gardening passion at the new Dallas Garden Club at Evangelical Bible Church. 7 p.m. Free.</p> <p>Sunny Hi: 59 Lo: 41</p>	<p>Eat pancakes and get ready for Lent with Shrove Tuesday at St. Thomas Episcopal Church. All are welcome. 5-6:30 p.m. Free.</p> <p>Partly Sunny Hi: 62 Lo: 43</p>

Step 3

4) Developed the following agenda for our public Informational Meeting.

- ◆ Set date to Nominate/Elect/Install Officers
- ◆ Set/pay dues for the remainder of the current fiscal year
- ◆ Register the Club with OSFGC
- ◆ Other housekeeping tasks (checking account with a local bank, Tax ID Number, PO Box, etc.)
- ◆ Review rest of packet which included (samples attached):
 - An organizational chart
 - A page from the State Handbook
 - Birdseed Chart to attract birds
 - Article on growing and harvesting vegetables
 - Article “Growing Children in the Garden”
 - Capitol District Update - Sally
 - Q & A Time
- Schedule the Next Meeting
- Wrap-up and Adjourn
- Provide simple refreshments (coffee, cookies, etc.)
- Set up a table to showcase gardening books, The OSFGC Yearbook, a pretty plant, pamphlets regarding Flower Show Schools/Symposiums, and other related information.
- Provide stick-on name tags so guests can begin to get acquainted.
- Use a sign-in sheet so you have a record of those in attendance. I didn’t do this for the first meeting, but I did do it for the second meeting (see sample).
- Consider a small gift for each attendee. I prepared a small

bag containing a glad bulb and two varieties of Narcissus, labeled with a sticker saying “Dallas Garden Club.”

- Suggest you 3-hole punch your agenda and your hand-out items so they can be inserted into a notebook.

- Download the Club Membership form from www.oregongardensclub.org under “Forms.” This form will provide the instructions for processing your membership application. Be sure to send a copy to the OSFGC Treasurer, District Director and the State Membership Chairman.

Summary:

There were 16 people in attendance at our first informational meeting and several said their spouse or friends would be coming to the next meeting, which we scheduled for February 22 (the 4th Monday of the month), 6:30 pm.

Our group expressed interest in having a guest speaker at their next meeting so a contact was made with the Wooden Shoe Tulip Farm in Woodburn and one of the owners (and her husband) came and gave a great PowerPoint presentation.

So, the Dallas Garden Club is now officially “planted” and is looking forward to its third meeting on March 28, 2016. More prospective members are anticipated, officers will be nominated and a Club field trip will be scheduled. It is exciting!

Now—it’s your turn!

Go “Plant” a Garden Club!



Continued on next page.

Handouts from informational meeting.

Original Application Form:

**Dallas Garden Club
Public Information Meeting
Monday, February 8, 2016**

STEP 4

Welcome – Gaye Stewart, 1st Vice President, OSFGC & Sally Weathers, Director, Capitol District

Self-Introduction – All

What's this all about? – Gaye's Story

Pledge of Allegiance and Conservation Pledge – Sally

(Read Together) **"I pledge to protect and conserve the natural resources of the Planet Earth and Promise to promote education so we may become caretakers of our air, water, forests, land and wildlife."**

Opening – Gaye

"The Questions...

...The Answers"

"Growing Our World – Greening Our Communities"

Ruth Corsi's Garden Club Story

Next Steps in "Planting" our Club (packet)

- Choose meeting day, time and location
- Choose theme
- Set date to Elect/Install Officers
- Set/pay dues – Suggest \$10/person or \$15/couple for the remainder of this fiscal year and then \$20/person or \$30/couple for the July 1, 2016 – June 30, 2017 Fiscal Year.
- Register the Club with the Oregon State Federation of Garden Clubs, Inc.
- Other housekeeping tasks (e.g. Tax ID Number, Checking Account, PO Box)
- Plan next meeting and beyond (e.g. Club activities, special speakers, field trips and more)
- Review the rest of the packet

Capitol District Update – Sally

Q and A Time

Wrap-Up/Adjourn

Next Meeting will be _____ (day of week) _____ (date), _____ (time) at _____ (location).

Invite your friends and neighbors to join us!

Continued on next page.



Information about the National Garden Clubs and how we're all inter-connected.

How is my garden club part of National Garden Clubs?

The dues paid by your garden club to the Oregon State Federation of Garden Clubs, Inc. (OSFGC) include dues National Garden Clubs, Inc., a non-profit educational organization headquartered in St. Louis, Missouri. Every member of your club is a member of OSFGC and National Garden Clubs, Inc. In order for the state and national organizations to be helpful to an individual club, each organization is also divided into geographical districts.

Dallas Garden Club
(Part of Capitol District)



Oregon State Federation of Garden Clubs, Inc.

- Blue Mountain District** – Gilliam, Grant, Morrow, Umatilla, Union and Willowa Counties
- Capitol District** – Marion and Polk Counties
- Clackamas District** – Clackamas County
- Klamath District** – Klamath County
- Mt. Hood District** – Sherman, Wasco, Hood River and Wheeler Counties
- Multnomah District** – Multnomah County and Outside City Limits
- North Coast District** – Tillamook and Clatsop Counties
- Pacific District** – Lincoln County and Lane County West of the Siuslaw River and South to the Umpqua River
- Pioneer District** – Columbia, Washington and Yamhill Counties
- Portland District** – Portland City Limits
- Rogue District** – South of the Umpqua River, Coos and Curry Counties
- Santiam District** – Benton and Linn Counties
- Siskiyou District** – Jackson and Josephine Counties
- Willamette District** – Lane County



National Garden Clubs, Inc.

Composed of the 50 state garden club organizations and National Capital Area Garden Clubs
All the states are divided into 8 geographic regions



Step 4



OREGON STATE FEDERATION
of GARDEN CLUBS, Inc.



Dallas Garden Club

(Founded February 8, 2016)

Gaye Stewart – Founder
Sally Weathers, Director
of Capitol District

Continued on next page.

Information about our State Federation.



The Oregon Newsletter,
The Mahonia
www.oregongardenclubs.org
pacificregiongardenclubs.org
www.gardenclub.org

"I pledge to protect and conserve the natural resources of the planet earth and promise to promote education so we may become caretakers of our air, water, forest, land & wildlife."



OSFGC MISSION STATEMENT
 The Oregon State Federation of Garden Clubs, Inc. provides education, resources, and national networking opportunities for its members to promote the love of gardening, floral design and civic and environmental responsibility.



THE OREGON STATE FEDERATION OF GARDEN CLUBS, INC.

Organized June 1, 1927
 Mrs. W. E. Anderson, Founder President
 Constitution adopted in 1928
 at the first annual convention

Member of
 National Garden Clubs, Inc.
 Pacific Region
www.pacificregiongardenclubs.org

National Headquarters Office
 4401 Magnolia Avenue
 St. Louis, Missouri 63110-3406
www.gardenclub.org

State Animal	American Beaver
State Bird	Meadowlark
State Butterfly	Oregon Swallowtail
State Fish	Chinook Salmon
State Flower	Oregon Grape <i>(Mahonia aquifolium)</i>
State Fruit	Pear
State Gemstone	Sunstone
State Nut	Hazelnut (Filbert)
State Rock	Thunderegg
State Tree	Douglas Fir <i>(Pseudotsuga menziesii)</i>
State Colors	Navy Blue & Gold

OSFGC, INC. INFORMATION

Members	2676
Garden Clubs	80
Districts	14
Judges Councils	4
Youth Groups	2
Affiliates	7

Our first application formed the foundation for later revisions!

Dallas Garden Club

(Member of Capitol District, Oregon State Federation of Garden Clubs, Inc.)

Individual Membership Application

Name: _____ Spouse's First Name: _____

Address: _____

City: _____ Zip: _____ Home Phone: _____ Cell Phone: _____

Email: _____ Birthday: Month ____ Day ____

Club Dues will be \$20 per year or \$30 per couple for a typical July 1st – June 30th Fiscal Year and are due prior to July 1, 2016 (A portion of our Club dues also pays District dues (amount TBD) and State dues (\$3) which also covers National dues). Organizational dues for the period prior to July 1st will be \$10 per member or \$15 for a couple.

Please check topics of interest: Bulbs ; Container Planting; Creating Yard Art
 Daylilies; Field Trips; Floral Bouquets; Garden Tours; Grasses
 Herbs; Iris; Lawn Health; Rose pruning/culture; Sedums; Shrubs;
 Veggies; Vines (e.g. Clematis); Water Gardens; Wreath-Making:
 Other _____

Please check special interests: Birds/Butterflies; Civic Beautification; Club Newsletter; Club Officer; Field Trip Coordinator; Horticulture; Hostess for Club Meetings; Membership Chair; Noxious Weeds; Photo Contest;
 Recycling; Sunshine Chair; Other _____

My skills to share: _____

Other comments: _____

Continued on next page.



Handouts such as these demonstrate to new and potential members that their garden club is a source of information!

Courtesy of



538-0518

DIFFERENT SEEDS AND THE BIRD ATTRACTED TO EACH

FOOD

WHICH BIRDS EAT IT

BLACK-OIL SUNFLOWER SEEDS	ALL SEED-EATERS, INCLUDING WOODPECKERS
STRIPED SUNFLOWER SEEDS	GROSBEAKS, JAYS, CHICKADEES, NUTHATCHES
HULLED SUNFLOWER SEEDS	ALL SEED-EATERS, ESPECIALLY GOLD FINCHES, PINE SISKENS, AND HOUSE FINCHES
THISTLE (NIGER)	GOLDFINCHES, PURPLE FINCHES, HOUSE FINCHES, DOVES, PINE SISKENS, AND WHITE-THROATED SPARROWS
NUT MEATS (FILBERTS, WALNUTS, ETC.)	WOODPECKERS, JAYS, CHICKADEES, NUTHATCHES
*WHITE PROSO MILLET	NATIVE SPARROWS, DOVES, TOWHEES, JUNCOS, QUAIL
RED MILLET	DOVES, NATIVE SPARROWS (CONSIDERED A FILLER IN SEED MIXES)
WHOLE CORN	TURKEYS, MOURNING DOVES, BLUE JAYS, CROWS
CRACKED CORN	NATIVE SPARROWS, QUAIL, PHEASANTS, DOVES, DUCKS, HOUSE SPARROWS, PIGEONS, BLACKBIRDS, STARLINGS
MILLO (SORGHUM)	PHEASANTS, TURKEYS, DUCKS. A POOR CHOICE FOR MOST BACKYARD FEEDING STATIONS. (FILLER IN SEED MIXES)
UNSALTED PEANUTS IN THE SHELL	JAYS, WHITE-THROATED SPARROWS
PEANUT BUTTER	CHICKADEES, WOODPECKERS, BROWN CREEPERS, JUNCOS, KINGLETS, YELLOW-RUMPED WARBLERS
SUET	WOODPECKERS, BUSHTITS, CHICKADEES, NUTHATCHES, BROWN CREEPER KINGLETS, WRENS, YELLOW-RUMPED WARBLERS, STARLINGS, JAYS.
ORANGE AND APPLE HALVES	YELLOW-RUMPED WARBLERS, WOODPECKERS AND DURING SUMMER, ORIOLES AND TANAGERS.
SOAKED RAISIN, GRAPES	ROBINS, BLUEBIRDS, WRENS.
MEALWORMS	BLUEBIRDS, WRENS, WOODPECKERS, CHICKADEES, NUTHATCHES.
WATER (HEATED IF NECESSARY)	ALL OF THE ABOVE BIRDS.



Yes, you can start growing, even harvesting this month (Feb.)

Al Shay

Special to the Statesman Journal

It's not too early. With a little protection, cabbage, cauliflower, parsley and kale, among others, could be growing.

The neat thing about our region is that our winters are relatively mild, which not only allows for plant growth right about now (notice the longer days?) but harvest as well.

There are many root crops ready to harvest that most of us would never consider edible. Let's look at one of my favorites: the common dandelion (*Taraxacum officinale*). This much-maligned and denigrated "weed" has plenty to offer. The slightly bitter leaves are best after a frost or two in fall but can be eaten now as they begin to emerge; the younger the better. You can add them to sautéed vegetables, especially onions, which will sweeten the taste. The roots can be harvested any time of the year, with preboiling or slow simmering eliminating some of the bitterness. The leaves are high in B vitamins and many minerals. The roots also have quite a number of beneficial attributes. Be sure you are certain that no herbicides have been used before you harvest. Yes, you can buy dandelion seed on Amazon. Simply type in dandelion seed, and you'll have several options.

Evening primrose can be an annual, biennial or perennial that few grow for its edible components. Virtually every part of this plant is edible. The leaves and roots taste a bit like radish and peppers. This plant can grow in some very inhospitable places. The root of common evening primrose can be cooked like many other vegeta-



GANNETT NEWS SERVICE

Dandelion greens are tasty when served with salt, pepper, butter and a dash of vinegar.

bles. The leaves, when in season, can be harvested and added to soups and cooked dishes as they are slightly hairy and not very palatable raw. Evening primrose oil is sold in health food stores to treat a variety of issues.

Always have wild edibles positively identified before consumption.

Al Shay is a consulting horticulturist and instructor at OSU. Contact baxtersnoo@yahoo.com.

TO-DO LIST

In the February edible garden

- » Plant seed flats of cole crops (cabbage, cauliflower, broccoli and Brussels sprouts) indoors or in greenhouse.
- » Where soil is dry enough and workable, plant garden peas and sweet peas. Suggested varieties of garden peas include: 'Corvallis,' 'Dark Green Perfection,' 'Green Arrow,' 'Oregon Sugar Pod,' 'Snappy, Knight,' 'Sugar Snap,' 'Oregon Trail' and 'Oregon Sugar Pod II.'
- » Good time to plant fruit trees.
- » Plant asparagus if the ground is warm enough.
- » Plant windowsill container gardens of carrots, lettuce or parsley.
- » Plan an herb bed for cooking and for interest in the landscape. Among the choices are parsley, sage, chives and lavender. Choose a sunny spot, and plant seeds or transplants after danger of frost has passed (late April to early May in the Willamette Valley and Central Coast).
- » Select and store healthy scion wood for grafting fruit and nut trees. Wrap in damp cloth or peat moss and place in plastic bag. Store in cool place.
- » Have soil test performed on garden plot to determine nutrient needs. Contact local Extension office for a list of testing laboratories or view EM 8677 online.
- » Make a cold frame or hotbed to start early vegetables.
- » Fertilize rhubarb with manure or a complete fertilizer.
- » Incorporate cover crops or other organic matter into soil.
- » Prune and train grapes; make cuttings.
- » Prune fruit trees and blueberries.
- » Use delayed-dormant sprays of lime sulfur on fruit trees.
- » Prune and train trailing blackberries (if not done prior late August); prune black raspberries.
- » Prune fall-bearing raspberries (late in February or early March).
- » Remove cankered limbs from fruit and nut trees for control of diseases such as apple anthracnose, bacterial canker of stone fruit and eastern filbert blight. Sterilize tools before each new cut.

MORE INFORMATION

To Do in the Garden is compiled by the Oregon State University Extension Service. For more information, call (503) 373-3770 or go to <http://extension.oregonstate.edu/index.php>

Starting the conversation that ALL ages can be served by garden clubs!

Growing Children In the Garden

By John Bruce

Kids love to garden, and gardening helps children grow into responsible adults. A little patience, imagination and good advice go a long way toward instilling a lifelong interest in gardening.

Gardening is handed down from one generation to another. Typically, people are introduced to gardening by their parents or grandparents.

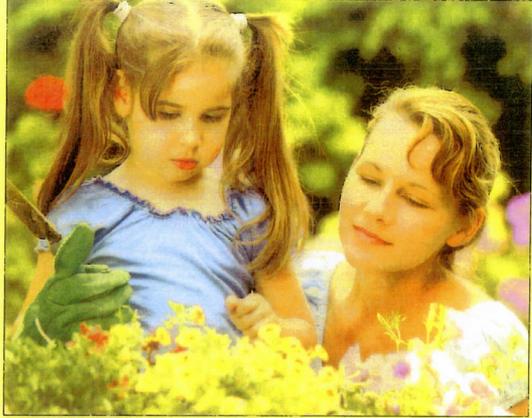
The best thing a gardener can do is to mentor and teach a child the benefits of gardening.

It helps to have a short-handled shovel, rake, trowel, a small watering can and a small wheelbarrow to equip children for their gardening experience. Besides a regular range of gardening tools, you should remember to keep a camera close by to record what likely will be long-lasting memories.

Keeping the garden fun is a must. To avoid frustration, give a child his or her own garden plot. It's a good idea to start out small. You can create a child's garden plot by building a 4-foot-by-4-foot or 3-foot-by-6-foot raised bed enclosed by timbers in a sunny spot near a source of water. Invest in some seasoned manure or compost if you don't have any on hand.

A simple alternative is to garden in pots and containers anywhere there is sun. Containers dry out much more quickly than garden plots. Container plants are dependent on regular, daily care. Regular feeding with liquid plant food is part of the routine.

Recommended vegetables for young gardeners to grow include beans, sunflowers, radishes or cherry tomatoes. Start plants from seed



The garden can be a classroom for children. Planting seeds, nurturing plants and watching them grow will give children not only an appreciation for gardening, but also teaches them important life lessons.

Photo by Slobodan Vasic

indoors using recyclable containers such as egg cartons, and watch as the child becomes fascinated by the progress of growth. If faster results are desired, then buy garden vegetable and flower seedlings to plant in the child's garden.

You can spice up your child's gardening adventure by planting vegetables of unusual colors or sizes. Purple Queen, a bush bean, doesn't require support. Its ripe purple beans are easy to spot at harvest time. The Easter Egg radish matures in a rainbow of red, purple and white in 30 days. Mammoth sunflowers grow up to 12 feet tall with huge flowers and edible seeds.

Speaking of sunflowers, why not create an outdoor imagination station for your child? One way is to try planting four tall-growing sunflowers in the corners of a 4-foot square. Plant morning glory seeds around each sunflower when they are about a foot tall. Let the vines climb the stalks. When the sunflowers reach about 5 or 6 feet, tie a

"net" of strings between them on three sides and across the top. Tend the vines so they grow on the strings and create the walls of a room.

Let your child help plan the garden and select what seeds or seedlings to plant. Help the child keep a journal. Record-keeping and organization are lessons to learn by keeping a garden.

A wealth of resources available to provide excellent pointers to interest children of all ages in gardening.

Start with these two books that provide some ideas. "Gardening with Children" by Monika Hanneman, et al, published in 2007 by Brooklyn Botanic Garden—the oldest continuously operating children's garden in North America—is a handbook to help adults introduce gardening to kids. "A Child's Garden: 60 Ideas to Make Any Garden Come Alive for Children" by Molly Dannenmaier and published in 2008 by Archetype Press Books is a guide for parents interested in creating natural spaces in the garden where children can play and explore. ■

Continued on next page.

Publicity for first official meeting!



Dallas Garden Club's February Meeting

Monthly Meeting: Our Club meets on the 4th Monday of the month so our February meeting will be on February 22nd, 6:30 p.m., in the Builders Room at the Evangelical Bible Church, 1175 SE Howe Street (enter through the breezeway on Miller Street).

Who Is Invited? Membership is open to both men and women. Anyone with a passion for growing flowers, gardening or for learning how to create beauty in their own garden sanctuary or in community places is invited to visit.

Special Speaker: Karen Beber from the Wooden Shoe Tulip Farm in Woodburn will be our speaker. Karen will have a power-point presentation about tulips and will have some items for sale. This will be a great time to get answers to your questions about this very pretty group of flowers.

Questions? Contact **Gaye Stewart (503-510-4370)**.

These flyers were placed in nurseries, the city library, churches, and given to individuals.



Continued on next page.

We're officially a club!



The Oregon State Federation of Garden Clubs, Inc.

Member of National Garden Clubs, Inc.

New Club Membership Application

Name of Garden Club DALLAS GARDEN CLUB
City DALLAS, OREGON District CAPITOL DISTRICT
Club President OFFICERS TO BE ELECTED SOON Phone 503-574-4370
Address 761 SE LYNCHET LN. DALLAS, OR 9-digit zip 97338-9572
Email ROSESREMEMBERED@ADL.COM

Club Secretary _____ Phone _____
Address _____ 9-digit zip _____
Email _____

Meetings: Day 4th Monday Time 6:30pm Place EVANGELICAL BIBLE CHURCH
1125 SE HOWE ST.
Have you adopted bylaws? TBA Number of Members 19 DALLAS, OR 97338

OSFGC dues: Admission fee, per club\$10.00
Per capita Dues—\$3.00 x ^{1.50} 19 members\$ 38.50
Total amount enclosed.....\$ 38.50

Make three (3) copies:
One copy to OSFGC Membership Chairman:
Gaye Stewart
761 SE Lynchet Ln.
Dallas, OR 97338-9572

Make check payable to: The Oregon State Federation of Garden Clubs, Inc. and send to the State Treasurer:
Nita Wood, 5210 River Road N., Apt. 2013, Kaiser, OR 97303-4498
Include membership roster with contact information.

One copy to District (assigned by location), include membership roster with contact information.
A separate check with District fees should be attached, according to District requirements.

Retain one copy for Club records.

Signed: Gaye Stewart Club President
_____ Club Secretary

Application date: 2-29-16 Acceptance date: _____

OSFGC President: _____

Membership Chairman: _____

District Director: _____

Continued on next page.



First official club meeting's agenda:

Dallas Garden Club

Monday, February 22, 2016

Welcome – Gaye Stewart, 1st Vice President, Oregon State Federation of Garden Clubs, Inc. (OSFGC)

Overview of our Evening

Pledge of Allegiance and Conservation Pledge

"I pledge to protect and conserve the natural resources of the Planet Earth and Promise to promote education so we may become caretakers of our air, water, forests, land and wildlife."

Introduce **Karen Beber**, our special guest speaker from the Wooden Shoe Tulip Farm in Woodburn - **"Tulips for your Garden"**

Short Break for tulip purchases and refreshments

Reconvene Business Meeting

Review Gaye's role and next steps for Club Development

Get Acquainted Time

Club Officers (to be selected by Club)

- President – Plans/presides at Club meetings
- Vice President – Secures speakers for Club meetings
- Secretary – Club correspondence/minutes of meetings
- Treasurer – Collect dues/pays bills

These four officers will constitute the Club's Executive Committee

Next Steps in "Planting" our Club

- Reconfirm meeting day, time and location – presently it is the 4th Monday of the month, 6:30 to approximately 8:00 p.m. at Evangelical Bible Church
- Choose Club Theme
- Set date to Elect/Install Officers
- Begin collecting Club dues – Previously approved at \$10/person for the remainder of this fiscal year and then \$20/person for the July 1, 2016 – June 30, 2017 Fiscal Year.
- Register the Club with the Oregon State Federation of Garden Clubs, Inc. and the State of Oregon

- Other housekeeping tasks (Tax ID Number, Checking Account, PO Box)
- Plan Club calendar with next meeting and beyond (e.g. Club activities, special speakers, field trips and more)
- Organize Club Committees as needed

Q and A Time

Assignments for Next Meeting and Wrap-Up

Our next Club Meeting will be Monday, March 28, 2016, 6:30 pm at EBC (unless we choose to make a change during tonight's business meeting)

**Invite your friends and neighbors to join us ...
Visitors are always Welcome!**

Other Dates/Events of Interest

- | | |
|-----------------|---|
| March 13, 14 | OSFGC Spring Board Meeting at The Oregon Garden in Silverton (hosted by Capitol District) |
| March 25/ May 1 | 2016 Tulip Fest, The Wooden Shoe Tulip Farm in Woodburn |
| May 6, 7 | Polk County Master Gardeners Plant Sale, Polk County Fairgrounds |
| April 9, 10 | Hortlandia 2016, Portland Expo Center |
| June 13-15 | OSFGC Annual Convention, Hood River |
| June 26 | McMinnville Garden Club's 16 th Annual Garden Tour & Garden Faire |

Attract membership statewide!

Benefits of Membership in California Garden Clubs Inc.

By Adele Kelly

◆ Prospective garden club members are referred to individual clubs via the state website's City/Zip Code Locator. This tool helps a prospective member to locate a club by providing up to 10 organizations within a 25 mile radius of their search criteria.

◆ FREE club/district website hosting on the state website.

◆ FREE club/district email address available through the state website.

◆ FREE access to the state website calendar for posting of special club events and promoting a garden club's activities.

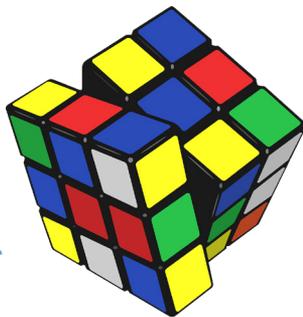
◆ Discounts available upon presentation of state membership card at Participating Sponsors (nurseries and garden centers) located throughout the state.

District/Club Ideas:

◆ Give out two candy jars full of candy at a district meeting to encourage club attendance. The club with the most members present wins a jar full of candy and the club with the highest attendance based on percentage of total membership also wins a jar full of candy. Include individual M&M candy packets labeled M&M's – Members Matter Most.

◆ Purchase inexpensive plastic hand clappers from a dollar store. Distribute clappers at a district or club meeting when individual/state/region and national awards are presented. It's fun and it raises the energy level.

◆ Look for lovely front yard gardens by driving around your neighborhood or com-



Pixabay

munity and leave a half-page flyer in their mailbox or at their front door. Flyer says “Your Garden is Beautiful— Won’t You Join Us at Our Next Garden Club Meet-

ing!” Give specifics, include website address and contact information.

—Adele Kelly
Membership Chair
California Garden Clubs 



Golden Ideas

By Robin Pokorski

Director, Pacific Region

Editor's Note: The following has been adapted for use from Robin's newsletter while she served as President of California Garden Clubs, Inc. In that capacity, Robin had many opportunities to travel throughout her state and visit countless garden clubs. In her *Hot Flashes* articles over the years, Robin mentioned many unique and fun projects and programs that California clubs were doing at that time.

The following activities are worthy of mention because they offer us ways in which clubs not only engage their members, but also engage their communities. Hopefully these have become ongoing activities. Perhaps other clubs can follow these oldie/but goody ideas!

Rosa invited me to “drop in” on the **Las Jardineras GC** meeting. We decorated wooden hearts that hold a vase for cut flowers. I'm taking the example to my club. Some wood, some paints & wire and you've got a great therapy project!

Porterville GC collects magazines and hotel soaps and such. They label the magazines “Compliments of Porterville GC” and bag up the hotel soaps and sample size items with the same label and give the magazines and bags to senior centers, shelters and the like – a great way to get your club's name out there. A good rule of thumb? Never let anything go out to the public without your club's name and a method of contact on it. Porterville GC also held a card party with the proceeds going to Penny Pines. How much did they make? \$2300!!



Visalia GC holds plant swaps—you bring a plant and you get a plant—extras are sold. They also have a *Land-scape of the Month* award.



Evening GC holds round table gardening discussions.

La Casa GC makes generous donations to Habitat for Humanity.



Hanford GC plants trees and roses and veggies – everywhere! Twenty trees at a school, 32 roses at the Memorial Wall in Hanford, and built six raised veggie beds for their youth group.



Caruthers GC, only two years old, participates in the last Free-Gate Fair in California and had interesting programs on white gardens and weed control.

Sequoia GC is planting beds at a local shelter and is proud of their Smokey Bear Poster Contest winner. **Four Seasons GC** meets in the evening and manages a 2-acre Nature Trail that includes 140 trees. They also host an Arts and Crafts Fair that netted the club \$3K.



Bakersfield Green Thumb GC has a table at meetings with jewelry or garden-related items for sale—proceeds going to Penny Pines. They report getting on average—one new member each month!



At the Valley Lode District meeting I learned that **Linden Community GC** honors a garden and the prize is a one-year membership in the club. Clever!



Colfax GC recognizes outstanding holiday decorations with a certificate. Members assemble and decorate large swags that are hung on Main Street's lamp posts. They have a potted plant exchange at their Christmas party and they participate as Salvation Army Bell Ringers for one day during the holiday season.

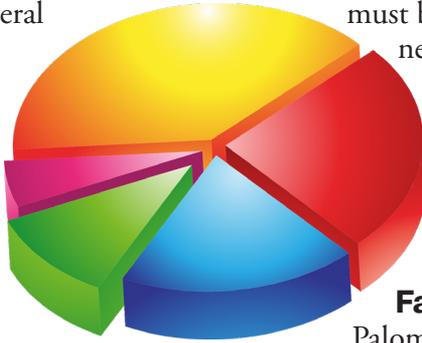




Greg and I went out to San Luis Obispo where I judged the Battle of the Bloom for **Bob Gordon**. Bob orchestrated a fantastic and profitable event featuring floral designers from our garden club world and the other world (non-garden clubbers).

George Speer, our 3rd Vice President, did us proud and arranged several outstanding designs, some with a time limit, some with pre-selected materials and container.

The finale was the Celebrity Design—the guest designers had their hands tied behind their backs and the San Luis Obispo mayor, councilwoman and your CGCI President (a known floral designer of negative talent—I can judge them, but I cannot arrange them) then with only the verbal help of the guest designer created a design. I was surprised, but had a great time!



Petaluma GC, Luther Burbank District, held a Coffee Hour for new club members—a total of 37 members attended.

Board members and committee chairs outlined their jobs, answered questions and welcomed the new kids. It was reported as "a very pleasant and productive morning."

It must be working as their newsletter reported that seven guests attended the June meeting and four of them joined.



Fallbrook GC

Palomar District, distributed a member survey. The results are posted on the club's website. Do you wonder what they asked and the feedback they received? Fallbrook also holds a New Member Coffee - should your club try this?



San Clemente GC has an interesting insert—they include a Membership Application. It asks for all the usual vital information needed for a year-book, but then also has a list of activities for the new member to check indicating his areas of interest in which to participate.

They sure have a long list of activities—which must be an enticement to a new member—lots of projects, programs, events and activities indicate a dynamic and interesting group.



Mary Lou Goodwin hosted an Ice-breaker at the Fall Board Meeting. Mary Lou cleverly gave each person a card that had eight categories listed - attendees were to introduce themselves to others until they found a person that fulfilled each category.

Their new friends in each listed category signed their names

and listed their garden clubs on the card. Categories included: District Director, state chairman, sprays roses, Environmental Consultant, loves geraniums, etc.



Lake Forest GC, Orange County District, included a page with their newsletter that listed the officers and committee positions and associated duties for each. Members can

consider holding an office or chairing a committee knowing what is expected of them.



Colfax Garden Club

News printed an excerpt from the club's report to the Golden Foothills District. It was divided into state, district and local levels This is a great way to keep club members aware of everything going on.



Temecula GC, Palomar District, has an Associate Member class of membership. The class was created for those individuals and organizations unable to

attend meetings but wishing to receive the newsletter. The dues are \$10 which covers the cost of printing and mailing the newsletter.



Men's GC of Santa Rosa

was holding its semi-annual plant sale. I was able to leave some of my money with that club and brought home a wonderful alstroemeria.

Of particular note is that every pot in the sale contained a plant stick with the plants name and a second stick with the club's name and contact number. I'll bet they had a bunch printed and my guess is that's an inexpensive way to make your club and contact information visible in the community.



At the Valley Lode District meeting I learned that **Linden Community GC** honors a

garden and the prize is a one year membership in the club. Clever!



Colfax GC members were planning holiday season activities. The club recognizes outstanding holiday decorations with a certificate.

Members assemble and decorate large swags that are hung on Main Street's lamp posts. They have a potted plant exchange at their Christmas party and they participate as Salvation Army Bell Ringers for one day during the holiday season.



Lydia developed an ingenious method of distributing club information. Using a map from the Auto Club, Lydia mounted it on a display board adding a push pin on a club location and a caption listing the club's name.

On the computer she laid out club/contact information with ten on a page. Print several copies and use a paper-cutter



Continued on next page.

to cut the page into slips for distribution. Lydia cleverly placed the slips in small clay pots and lined up the pots in a window box tray. Each pot had a sign with the club's meeting city so that as people identified the club they wished to visit they could take the corresponding slip of information.



I had spent time at the San Diego County Fair in Del Mar helping staff **Palomar District's Membership booth**, but now I have several membership ideas to share with you. With 1.3 million visitors to the fair, Palomar District members greeted more than 800 people and referred 400+ to clubs.



Joan Blankenship, CGCI *Grass Roots* Editor, listed all the district clubs and contacts on a one-page (folded in half) sheet of paper that we distributed to those interested in finding a garden club. Also available were: **Poway Valley GC** had full-color business cards that gave the club name, club logo and website.



La Jolla GC had a color trifold brochure that included a membership application and a list of the club's activities. **San Dieguito GC** had a full color brochure printed on card stock. They listed when and where the club meets, website, and some of their activities.



Boron GC, in Desert Empire District, has seven members and yet they created 250 stockings for distribution when Santa made his appearance at the 20-Mule Team Museum. I found small stockings at my local Big Lots store and bought all they had for a nickel each and donated them to Boron GC when I heard what they were doing. I think that it is amazing that a club of seven members can make such an impact!



Also interesting to note was that **Costa Verde District** is working on distributing their District newsletter to as many district members as possible—not just the officers and committee members. Email

Continued on next page.



makes this financially feasible. Could your district do this?



Willits GC, in Mendo-Lake District, enters a float in local parades. Wish I could see pictures of their float.



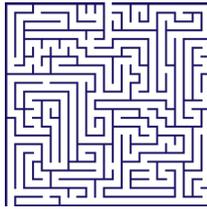
Stockton GC's newsletter, *The Rotiller*, announced the start-up of a horticulture group that would meet monthly and discuss gardening problems (and solutions).



San Clemente GC lists each month's club activities (date and time) on the back page of their newsletter so members can quickly note all the events and projects.



Clayton Valley GC marched in their July 4 parade distributing seed packets stapled to garden club flyers.



The Point Loma GC recognized its new members with a corsage for each of the three new members present on Wednesday. They have

a mentor program in which each new member is assigned a long-term member. The mentor makes sure that the new member feels welcome and gets them involved if they're interested. Are you making sure your new members feel welcome enough to renew their membership?



La Casa GC had made so much money for a small club and I wondered how they did it. It turns out they hold an event in the auditorium of the city courthouse and it was decorated like an outdoor patio. There were vendors and

members selling all sorts of holiday gift items. Hanford residents obviously look forward to the event each year as so many turned out to shop and

most stayed for the wonderful luncheon!



The club maintains a directory of their members—not just a roster in the yearbook but each member has a page. It includes a picture and the member's birthplace, birthday, the year they joined **Walnut Creek Garden Club**, as well as other places they have lived, children and grandchildren, gardening interests, hobbies and activities, traveling experiences, and past employment. You can really get the essence of a new member and it gives you a conversation starting point. The directory is in a 3–ring binder and is on a table at every meeting.



Yosemite Gateway District has a clever idea I'd like to share with you. With just a few foam boards for mounting, the District sponsored a photo contest for District members. Landscapes and bouquets, single flower closeups, and even a praying mantis. Those in attendance voted by means of stick on dots and the top two winners were awarded prizes. The pictures were excellent.

Another idea is for district clubs to call or email their events to a central district chairman. The chairman then



assembles the events in order on one sheet of paper and copies it for everyone at the district meeting so that everyone goes home with local dates of interest that can be posted to their calendars.



The Burbank–Valley GC's featured a meeting where all participants got to make their own lei from beautiful orchids.



Here's a great membership idea from **Nevada Garden Clubs**. When they have a membership booth at a local flower show or fair or similar event, clubs offer a "Free Year's Membership" in a garden club. Visitors give their name and address or phone or email or whatever. Then the names are distributed to whichever club is geographically closest and after the event, the club notifies the

Continued on next page.

winner they have won a year's membership in the club. (Except everyone is a winner!)

So the 'winners' come to check out the club meeting or gets interested via the newsletter and all it costs the club is some newsletters and state dues. They feel it's really worth the investment!

Is this something you want to offer at the next fair or garden show or flower show?

YOUR Club can write the **NEXT** chapter!

Set goals ... be **persistant** ...

unlock the puzzle to your Club's **growth!**



One Club's Approach

"Growing" Garden Club Members in Dallas

By Gaye Stewart
President, Dallas (Oregon) Garden Club

The Dallas (Oregon) Garden Club was founded in February, 2016. This Fall, we began a membership drive to increase our Club's size. Since September, 33 new members have joined our Club bringing our membership to 52, with 3 more expected to join at our April meeting.

Our success is attributed to:

1) We have evening meetings on the 4th Monday of each month year-around, 6:30 to 8:00 p.m. and encourage both men and women to attend/join.

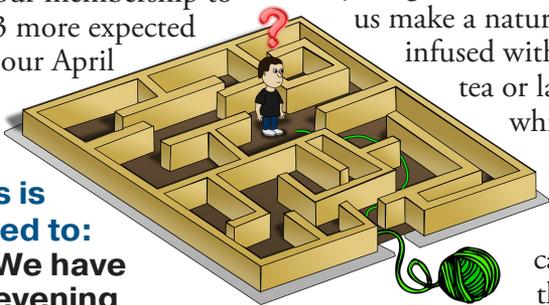
2) We publicize meetings in the local newspaper one week before the meeting—we use the Community Calendar section and it is free.

We also have a new **Facebook** presence: *Dallas Oregon Garden Club*.

3) We have engaging meetings! At a recent meeting, one of our youngest members helped us make a natural lip balm, infused with Rosemary, tea or lavender, which we poured into lipstick cases and then gave to those in attendance.

We liked it so much we've since made more lip balm, added Dallas Garden Club labels, and now give them to prospective members.

4) We involve our members by giving them jobs/roles that match their interests. We have chairmen for



Continued on next page.

65

field trips, contests, hospitality, communications, Facebook, pollinator gardens, Blue Star Marker, birds, research (gardening tips, new plants, etc.) and more.

5) We have developed a field trip schedule

and we go on “Safari” about every other month.

In November, we visited Smith Commercial Gardens, to see their poinsettia production as they are the supplier to some of the major box stores in the Pacific Northwest.

In December, we visited the Durant Olive Mill during the harvesting and pressing of their olive varieties and

in February, we will visit the Northwest Garden Nursery in Eugene for their annual two day Hel-



lebre sale featuring 1,000 blooming Hellebore plants.

The other key to the success of this endeavor is that we invite other clubs to join us. We currently have 3 other Cubs in our District and we now routinely invite each other whenever we have fun events we can

all share.

6) We have a “newsy” newsletter, called *The Cultivator*,

to feature coming events, updates on community projects, list new members, provide contest information, promote the speaker for the coming meeting, a brief Treasurer’s report, seasonal recipes, gardening tips, a letter from the Club President and pictures of people and Club activities.

We email this to members the week before our regular meeting. We also include other Clubs in our District as well as State, Region and National Club officials in our distribution and we distribute copies to our lo-



cal Library, Senior Center, Feed, Hardware and Nursery stores.

7) We have a Club Directory that includes member contact info, our bylaws and standing rules, state, region and national contest information and lots of other helpful gardening information and tips. It is not only eye-catching, but it is also extremely practical.

8) We have developed a Club brochure that highlights Club goals, the Conservation Pledge, community outreach projects, Club activities, meeting and contact information. We also use branding in our various publications.

For example, we usually print on white paper, throw in some red and blue ink and always try to include our slogan, “Making a Difference Where We Live.”

We also have and regularly use a club logo, an original painting by one of

our Club members, which depicts a wheelbarrow, with our name on the side, planted to overflowing with blooming flowers.



9) We have just developed a prospective member packet which includes

a welcome letter from the Club President, a Club brochure, a recent copy of our Club Newsletter, a package of flower or vegetable seeds, a Club business card and a membership application. All of this is neatly organized in a blue folder labeled on the front with “Welcome to the Dallas Garden Club.”

10) We recognize members publicly for jobs well-done and try to use our imagination to create fun awards.

To get inspiration, we check the Dollar Store, Goodwill or other Thrift Shops, the candy section of the grocery store, or just create our own.

11) At Club meetings, the President brings a surprise box every other month or so with a token gift for each person present, believing that a vivid pink box adds “sparkle and fun!”

The tiny gifts have been gladiola bulbs, a variety of seed packets, small packets of bloom preservative and Oregon Nursery/Growers maps.



12) Attendance at Club meetings is creatively noted by having each member or guest select a golf ball with a number pre-printed on it. Their name is then noted on a sheet listing all of the available numbers. At the end of the meeting, we draw from the basket of golf balls for the various items brought by members to give away.

The person with the first number drawn gets first

choice of the items and the second number drawn the second item, until all of the items have been distributed.

Gift items often include house plants, garden plant starts, vases, garden books or magazines, baskets, yard art and more. This seems

to delight members and guest alike and tends to end our meetings on a “high note.”

13) We have found that our community projects are an extremely good way for us to become known in our community while also giving our Club members a chance to be involved.

Our diversified and very colorful Pollinator Garden, which we planted at the local post office, always draws positive comments and questions about our Club from the public whenever we are on-site tending to the plantings.

We have also recently partnered with the Dallas

School District to become regular contributors to *The Kindness Club* which collects food and other essential items to send home with needy students each Friday afternoon. We are currently collecting tuna fish and socks, but we do change what we donate each month based on periodic updates from The Kindness Club Coordinator to our Club's Kindness Committee Chair.

14) **To encourage our members to bring new people who may wish to join the Club, we currently have a membership contest** that will award a \$50 gift certificate, at our April meeting, to the person who has sponsored the most new members between November 1, 2019 and April 1, 2020.

15) **The real key is to, Invite, Invite, Invite!!!** We try to get everyone in the Club to join in the effort and encourage them not to be timid when an opportunity is presented.

For example, at a recent meeting in McMinnville we

had a speaker from another organization talking about reducing the impact on our environment by looking at our garbage through “different eyes.”

After the meeting, as he was heading out the door, one of our members followed him outside and suggested that the mission of his organization appeared to be a good match for our organization and asked if he had ever considered joining the Garden Club. He said he had been thinking about it and was pleased to be asked.

Final Thoughts

We believe we each have a part to play as we . . .

“Grow” Our Membership.

To be successful, we just need to remember to relax, always be upbeat and positive, and simply invite others to join us in the incredible fun we have by belonging to the Dallas Garden Club.

Gaye Stewart ∞



Dallas Garden Club—



In a Nutshell!

1. Evening meetings.
2. Publicize meetings in local paper.
3. Engaging meetings.
4. Involve members by giving them jobs/roles.
5. Frequent Club field trips.
6. A Newsy Newsletter.
7. A info-packed Club Directory.
8. Club brochure.
9. Prospective Member Packet
10. Recognize members publicly of jobs well-done.
11. President brings a surprise box of gifts.
12. Creatively noting attendance.
13. Community service projects.
14. Membership contest
15. Invite, Invite, INVITE!
16. Did we mention that you should INVITE prospective members to your meetings and activities???

Common Roadblocks: Meeting Space!

By Bob Disher
Dallas Garden Club

You have a place to meet. **GREAT!** But is it the right space for your Club?

The following questions might help you answer that question.

◆ Is it accessible to all, including persons with limited mobility?

◆ Is there plenty of parking?

◆ If you have evening meetings/activities, is there adequate lighting?

◆ Would a typical person feel safe at your meeting place?

◆ Is there adequate space for your members and their guests?

◆ Do you have adequate restroom facilities? Unless you have a single-gender club

and advertise that, it is best to have separate facilities for both men and women.

◆ Is there a kitchen and/or water available to facilitate the preparation and clean-up of snacks/beverages?

◆ Is the room warm and inviting?

◆ Is your meeting place public? (Having a small club's meeting at someone's home may be a deterrent for

potential members who might not yet know anyone in your group.)



One Club's Approach

New Member Materials

By Bob Disher

Dallas Garden Club Communications Coordinator

The following contain a smaller version of the **Prospective Member Packet** produced by the Dallas (Oregon) Garden Club.

Format Explained

This document is available as a PDF file and as a hard-copy to be included in our **New Member Portfolio**. When printed, we have opted to use 11x17 paper. Each of the eight panels is produced as an 8.5" x 11" document (letter-size paper). The completed document, therefore, consists of two 11x17 sheets folded in half lengthwise.

Distribution

We make extensive use of email (and sending attached files) as a way to communicate with both members and prospective members/guests. This helps keep our costs to a minimum. Therefore, all of our "distributable" documents are saved as a PDF file in order to maintain consistency. When guests/visitors come to our meetings or activities, we make sure to get their email address along with their name.

New Member Portfolio

The following documents make up this New Member Portfolio that is packaged in a folder and given out to all guests at our meetings:

- ◆ Prospective Member Packet (copied here)
- ◆ Most recent copy of our Club newsletter, *The Cultivator*
- ◆ Welcome/Intro letter from our Club President
- ◆ Information on upcoming field trip or Club activity 🌿



Oregon State Federation of Garden Clubs
Capitol District

Dallas Garden Club

Prospective Member Packet

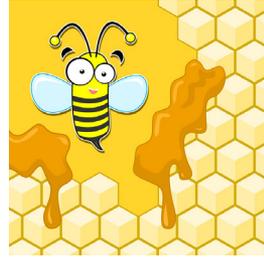
Version 1.3
March, 2020



Making a difference where we live!

CONSERVATION PLEDGE

"I pledge to protect & conserve the natural resources of the planet earth and promise to promote education so we may become caretakers of our air, water, forest, land, and wildlife."



Making a difference where we live!

Club Logo



Dallas Garden Club is privileged to have in our ranks, well-known artist **Jim Rupp**. Jim generously gave of his gifts and talents to create a logo for the Club that will adorn future issues of *The Cultivator* newsletter, various "official" forms, and this Directory. The logo, depicted below, consists of a wheelbarrow with the name of our club on the side and planted with flowers. We are extremely grateful to Jim for taking a rough idea/request and turning it into a masterpiece! 🍷



DALLAS GARDEN CLUB

DALLAS, OREGON

AFFILIATED ORGANIZATIONS

-  **National Garden Clubs, Inc.**
www.gardenclub.org
-  **Pacific Region Garden Clubs, Inc.**
www.pacificregiongardenclubs.org
-  **Oregon State Federation of Garden Clubs, Inc.**
www.oregongardenclubs.org
-  **Capitol District**
Salem, Oregon



Dallas Garden Club

Latest Yearbook (<i>The Directory</i>)	2019-20
Organized	2016
Federated	2016
Members	52

MEETINGS

Fourth Monday of each month, 6:30 pm.

LOCATION

Evangelical Bible Church ☘ 1175 SE Howe Street ☘ Dallas, OR 97338

FOR ADDITIONAL INFORMATION

Please phone Gaye at 503.510.4370

Guests encouraged, all meetings are public!



The Benefits of Belonging to a Garden Club

The rewards of joining a local club within the National Garden Clubs umbrella go far beyond the pleasures of growing things. Becoming a member almost anywhere in the U.S. or affiliated international locations is simple and inexpensive.

Membership opens the door for you to explore a wide range of common interests with people around the world and across the generations.



Pixabay

- ◆ Grow your knowledge via top-notch educational programs and schools.
- ◆ Garden for a purpose with community service projects, including disaster relief efforts and skill-building activities in eco-scaping, community beautification, etc.
- ◆ Participate in the State Garden Clubs network for learning, service and community-building.
- ◆ Promote environmental causes on a local, regional and national basis.
- ◆ Grow your own edibles or launch a community edible garden, for tastier, healthier, less expensive local fare.
- ◆ Learn to make the most of resources, including your available garden space.
- ◆ Enhance your garden's sustainability and reduce maintenance by planting "native" rain gardens and saving water.
- ◆ Nurture your inner artist with floral design study and flower shows.
- ◆ Learn from those with experience, and pass along your own passion and know-how to new generations of gardeners.
- ◆ Share your love of gardening and have fun!



Dallas Garden Club

The Dallas Garden Club does **NOT** stand alone. We are part of a growing movement across the country and around the world.

Just a quick review:

- ◆ YOU are considering joining the Dallas Garden Club. Not only does that affiliation give you an opportunity to learn more about the exciting world of gardening, but you will certainly make new friends in the process.



- ◆ Dallas Garden Club is part of the Capitol District. This comprises all of Marion and Polk Counties. Currently there are four garden clubs in the Capitol District.
- ◆ The Capitol District is part of the Oregon State Federation of Garden Clubs.
- ◆ The OSFGC is part of the Pacific Region of Garden Clubs.
- ◆ The Pacific Region of Garden Clubs is part of the National Garden Club.

With all of that, is it any wonder why you have a firm foundation in various projects and information of relevance to all of us???

Thank you for considering joining the Dallas Garden Club! ♥

Current Projects



Although a relatively new group, the Dallas Garden Club has jumped right in to become a respected service organization in our community.

The following are the highlights of a busy two years.

Pollinator Garden



Working with the management of the Dallas, Oregon branch of the U.S. Post Office, the Dallas Garden Club initiated, planned, and carried out the planting of a pollinator garden along the outer parking lot of the Post Office. Additionally, the Dallas Garden Club has been maintaining this garden by watering it during arid times and doing weed abatement.

Blue Star Marker



The Dallas Garden Club is in the initial phase of planning and fund-

raising for a Blue Star Marker. This project of the National Garden Clubs, Inc. seeks to honor and recognize past, present, and future veterans of the armed forces of the United States.



Penny Pines

Another project of the National Garden Clubs, Penny Pines involves the collection of "small change" at each monthly meeting of the Dallas Garden Club for the purpose of reforesting land under the direct control of the U.S. Forest Service. Each \$68 collected allows our Dallas Garden Club to reforest one acre left bare from forest fires, disease, and landslides. Although a relatively new project, the Dallas Garden Club has already raised enough for three acres. *This project is ongoing!*

Weekday School Cleanup

Members of the Dallas Garden Club provided the crew to do weed control at the Lyle School branch of the Weekday School of the Bible.

Garden Tours

The Dallas Garden Club has conducted multiple garden tours in order to recognize the work of their owners as well as serve as an inspiration to attendees.



The gardens toured have offered numerous ways to use available land, garden art, and plant material. It should be noted that while some of the gardens toured

have belonged to members, many have not. Rather they are special spaces that members have heard about and contacted for the purpose of availing themselves for this event.

Informative Speakers

Each monthly meeting of the Dallas Garden Club features a program of interest to members. Speakers come in and present a wide variety of topics from care and use of various plant material, to how to take first rate photographs of garden/outdoor subjects. The Executive Committee is always looking for creative use of program time. Any member of the Club or the community we serve are encouraged to present their speaker/program ideas so that the necessary people can be contacted.



Other Projects?

By joining the Dallas Garden Club, you not only connect yourself with a service-minded organization, but you have a vehicle by which future projects can be accomplished.

Do **YOU** have an idea on additional ways in which the Dallas Garden Club can give back to our community? Join us and let your thoughts be known!



This JUST In ...

The Kindness Club

A new service project
by the Dallas Garden Club!



Editor's Note: At the September, 2019 meeting of the Dallas Club, it was decided that we would support this worthwhile project by providing oatmeal packets and socks.

By **Debbie McCleery**
Dallas School District

debbie.mccleery@dsd2.org

www.thekindnessclubdallasoregon.com

Facebook: The Kindness Club Dallas, Oregon

The *Kindness Club* began in the Fall of 2017 by a group of people wanting to find ways to bring kindness to the Dallas Community. From those beginnings the Kindness Club's main project is the Friday Pantry and Friday Bag programs for students.

We currently serve 120 Dallas School District students with weekend food, personal hygiene needs, and clothing.

Want to Help?

If you would like to contribute, or be a part of our group, here is information you need to get involved.

Questions?

If you have further questions about this program, please phone

Debbie at 503.931.2528. 🍷

Socks & Oatmeal!

The Dallas Garden Club voted to provide socks and oatmeal. (*New or gently used socks for ages 5-18.*) There will be a box at each meeting of our Club for you to place your donations.

If you choose, you can also drop-off donations yourself at:

Dallas School District Office
111 SW Ash St.
Dallas, Oregon 97338 🍷

Dallas Garden Club!

Club Officers

President

Gaye Stewart



761 SE Lynchet Lane
Dallas, Oregon 97338

rosesremembered@aol.com

(C) 503.510.4370

(H) 503.831.3087

Vice President

Mike Stewart



761 SE Lynchet Lane
Dallas, Oregon 97338

rosesremembered@aol.com

(C) 503.510.3293

(H) 503.831.3087

Secretary

Kim Disher



1821 SW Boxwood Ln
Dallas, Oregon 97338

tunikim@charter.net

(C) 503.580.6730

Treasurer

Chris Rupp



1539 SE Arthur Street
Dallas, Oregon 97338

ruppcc@wou.edu

(H) 503.623.9311 🍷



*It bee time to join all of
the exciting activities of
the Dallas Garden Club!*



The application has gone through many revisions as we fine-tune what information is needed. All of the information gathered is then entered into a database to assist our officers with program planning.



Dallas Garden Club

(Member of Capitol District, Oregon State Federation of Garden Clubs)

Individual Membership Application Form

Today's Date: _____

Name: _____ Spouse's First Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Home Phone: _____ Cell Phone: _____

Email: _____ Birth Month/Day: ____/____

Please check topics of interest:

- Birds/Butterflies; Bulbs; Container Planting; Creating Yard Art; Daylilies; Field Trips; Floral Bouquets; Fruit Trees; Garden Tours; Grasses; Herbs; Hummingbird Gardens; Iris; Lawn Health; Oregon Native Plants; Rose Pruning/Culture; Sedums; Shrubs; Veggies; Vines (e.g. Clematis); Water Gardens; Wreath-Making; Other: _____

Please indicate the committees in which you would like to serve:

- Awards/Recognition; Blue Star Memorial; Civic Beautification; Crafts; Field Trips; Floral Contest; Fundraising; Garden Tours; Horticulture Host/Hostess; Kindness; Membership; Nominating (for Executive Committee) Parliamentarian; Photo Contest; Pollinator Gardens; Program (monthly meetings); Publications/Newsletter; Recycling; Social Media; Sunshine; Webpage.

Areas of interest/expertise I would be willing to share at club meetings:

I give do NOT give my permission to the Dallas Garden Club to use my picture in Club publications/social media. _____ (signed)

How did you hear about the *Dallas Garden Club*? Newspaper; Brochure/Flier; Social Media; Internet; Garden Club Member: _____; Other: _____

Thank you!

(Please make check for \$20.00 payable to *Dallas Garden Club*.)

Making a difference where we live!





Joining a
Garden
Club
is a . . .

*Growing
Movement!*

(Don't miss out! Join the
Dallas Garden Club *TODAY!*)

Making a difference where we live!



100 Ways to Recruit New Members

There are many things club members can do in order to attract new members. Here, you'll find a hundred viable approaches that one could use in order to recruit more members.

- 1.** Ask someone.
- 2.** Bring a guest to meetings.
- 3.** Advertise in newspapers & cable TV.
- 4.** Have a clear club goal and a strategic plan.
- 5.** Letters or personal contact with local businesses.
- 6.** Contact the Chamber of Commerce.
- 7.** Place customized bookmarks in library books .
- 8.** Have public meetings at malls, outdoors, etc.
- 9.** Have a booth at malls, fairs, festivals etc.
- 10.** Place pamphlets in doctors' offices, hospitals, cafeterias, libraries, etc.
- 11.** Host an Open House.
- 12.** Hold a club assembly only on membership.
- 13.** If you have a Rotary Club, ask Rotary Foundation alumni to join.
- 14.** Give the membership chair one minute at every club meeting.
- 15.** Make the membership chair a club director.



Continued on next page.

81

16. Put together guest information packets.

17. Service projects that serve a need in the community.

18. Invite family members to join.

19. Send letters to people in the news with an invitation to visit the club.

20. Print club business cards with club meeting location and time.

21. Distribute extra copies of newsletters that relate to your club in waiting rooms, etc.

22. Hold high-profile meetings.

23. Hold wine and cheese receptions for prospective members.

24. Ask for help from other nearby clubs.

25. Have a special guest day.

26. Send club members to district membership seminar. •



27. Make prospective members feel important -

28. Honour outstanding community members with awards.

29. Don't take age into consideration.

30. Make some club meetings social events.

31. Build a club web site.

32. Use group email to promote your club.

33. Put posters in public areas.

34. Ask corporations and employers to sponsor or subsidize membership.

35. Have a reward program for those who bring in new members.

36. Create more fun

37. Give a money back guarantee—if after 3 months a new member does not want to be a club member, return their fees.

38. Invite the media to cover well-known speakers.

39. Use word of mouth.

40. Network with co-workers, friends, and family.

41. Follow up with guests.

42. Place a coloured dot on the watch of every member to remind them to bring a guest.

43. Lead by example—how many members have YOU recruited?

44. Have members give talks to other organizations.

45. Provide guests with free meals.

46. Update your club's classification survey.

47. Look for members in ethnic groups not represented in your club.

48. Provide brochures for new employee packets in members' companies.

49. Advertise at sports events.

50. Ask the district for help.

51. Hold joint meetings with other groups.

52. Share your club experience with others.

53. Participate in community events.

54. Write letters to the newspaper about the projects your club is working on.



55. If a prospect can't attend your meeting due to time, suggest another club.

56. Publicize club successes, elections, events in local newspapers.

57. Circulate the club newsletter widely.

58. Design a club brochure.

59. Hold recruiting events with two or more clubs.

60. Form/join a speakers' bureau.

61. Wear your club's pin or t-shirt around town.

62. Mention your club at meetings of other organizations during announcements.

63. Send newsletter to guests.

64. When asked about your leadership skills & career success, tell them about your club.

65. Ask the District Director to attend a board meeting to talk about membership.

66. Ask every member to submit 3 prospects to the membership chair.

67. Make it FUN!

68. Give every member a club decal or bumper stickers for their car.

69. Give testimonials about your club while guests are at the meeting.

70. Repeatedly invite prospective members.

71. Practice selling your club at Club meetings—have a one minute elevator speech ready.



72. Conduct a Membership Satisfaction Survey.

73. The club president asks three club members as a personal favour to each recruit one new member.

74. Bring your boss to a club meeting.

75. Make direct contact with business associations.

76. Bring your co-workers to a club meeting.

77. Bring your subordinate to a club meeting.

78. Have new member kits ready!

79. Use books, brochures, videos and posters from the National Garden Club.

80. Hand out invitation cards for a "Free" lunch (breakfast, dinner).

81. Have members constantly promote and rave about your club.

82. Meet at a good location.

83. Assign every member to a 5 person recruitment team. Each team is to bring in a new member every six months.



84. Develop a strategic plan. Membership is a year-round priority and needs to be planned.

85. Have incentives for recruitment

86. Have a large poster that lists all the members who have sponsored a new member in the past year.

87. Select a missing classification and work on filling it.

88. Display a thermometer showing progress towards club goal.

89. Feature a member's "benefit of the month" in the club newsletter.

90. Induct Photo by Pixabay new members with pizzazz and invite the person's spouse/partner.

91. Develop a welcome letter from the president to all new members.

92. Contact all members who have resigned in the past 3 years and determine their reasons for leaving.



93. Use billboards at bus stops and roadsides.

94. Ask club members to put club ads on their commercial trucks.

95. Recognize new members in the club newsletter.

96. Regularly check the website of the National Garden Clubs for additional ideas.

97. Subscribe to any membership-related mailing list you can find.

98. Invite spouses to social functions.

99. Ask local nurseries and growers to speak at club functions. Invite them to become members afterwards.



It's Go Time!

You've gone through this booklet and thought about some things that might work in **YOUR** club. Now is your chance to come up with an action plan. Select five ideas you want to try and write them down on the following spaces. Be sure to give yourself a target date or deadline!

Lastly, remember *The Lone Ranger*? He had **Tonto**! Get help from others in your club or the TON of resources you have at your disposal. Don't try to do it alone.



You have the pieces so let's put the puzzle together! 

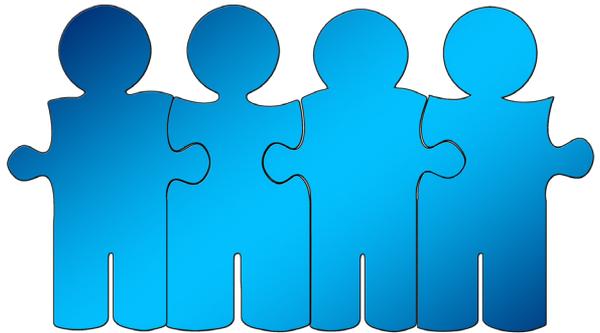
#	Task	Helper	Target Date	Done?
1	Set Club/ District Goals			
2	Organize Meeting Plan			
3	Education and programs			
4	Publicity			
5	Recognize, Nurture & FUN!			
6	Participation			

Membership GROWS . . .



Adobe Stock

As you piece together
the puzzle! ~



Pixabay

News from National!

There is a wealth of knowledge and information from our parent organization, the **National Garden Clubs, Incorporated** (NGC). The following resources from NGC pertain to membership. ∞





JUNE & JULY 2019

Join Us

As we *PLANT AMERICA* with membership



Our experiences in garden club have equipped us to continue with the mission of NGC because the past molds and shapes us into dedicated, untiring volunteers across our world.

We, as garden club members have strengthened our communities by using our time and talents to improve our surroundings. Let us continue to stimulate interest and identify needs in our communities by providing leadership, educational programs and by promoting our local, state, region, national and international garden clubs.

I challenge all garden club members to reach out to individuals who want to learn more about gardening. This act will broaden the exposure and awareness of National Garden Clubs. It is proven that gardening not only has health benefits, but it also strengthens our communities through beautification projects as we work together to bring beauty and pride to our communities.

I challenge all of us to improve our observation of our diverse environments. Through our vision, we can inspire others to take action every day to protect our natural habitats. Let's develop projects that demonstrate our respect for natural resources so that we can assure a healthy world for our future generations. When we urge others to join in our environmental efforts, educate them on challenges ahead of us, and encourage them to participate in areas of need, our entire world will benefit.

Change can happen through partnerships with other groups with common interests which will also help to improve and beautify our community environments. Let us nurture our natural habitats, and watch as nature takes care of the rest.

Comments made by
Gay L. Austin
NGC President 2019-2021
at her installation in Biloxi,
Mississippi.



National Garden Clubs, Inc.
4401 Magnolia Ave. St. Louis, MO
63110-3492
Phone (314) 776-7574
E-mail
headquarters@gardenclub.org



Pixabay





Join Us

As we *PLANT AMERICA* with membership



Summer Tip

To plant tiny seeds, mix them with dry sand; the seeds won't cling to one another and the distribution will be more even. Fill an old salt shaker with the mix and sprinkle them out when planting

We're nurturing a new generation of gardeners

NGC strives to educate children, teens and college students about gardening, conservation and environmental stewardship.

Our membership is diverse and includes men, women and children of all ages and backgrounds.

The scholarship program provides financial aid to students majoring in fields of study related to horticulture and the environment.

NGC youth programs include poetry, essay and sculpture contests using recyclable materials. The very popular Smokey Bear/ Woodsy Owl poster contest is sponsored in cooperation with the U.S. Forest Service.

Our school gardening programs are recognized nationwide. We team with Girl Scouts to promote the use of native plants while teaching gardening basics. In order to earn a National Garden Clubs Girl Scout Native Plants Badge, scouts study the native plants in their home areas and establish native beauty spots in their communities.

Most local garden clubs meet monthly to participate in educational programs on topics of current interest; ranging from gardening techniques to sustainability. In addition, local garden clubs develop and participate in their choice of a wide variety of local, state and national projects.



National Garden Clubs, INC.

4401 Magnolia Ave., St. Louis, MO 63110-3406
(314) 776-7574

headquarters@gardenclub.org



1

**RETAIN CURRENT
MEMBERSHIP**

2

**RECRUIT NEW
MEMBERS**

3

**ESTABLISH NEW
CLUBS**

Why be a member of a garden club?

1. You will enjoy interesting and varied programs at meetings, while expanding your knowledge of gardening, the environment and floral design.
2. You will socialize with others with similar interests, exchange ideas, and develop friendships.
3. You will have the ability to hold your club meetings at a Garden Center, your home or a location of your choice.
4. You will be able to participate in civic beautification.
5. You will be able to participate in flower shows.
6. You will be able to join with others to impact environmental and legislative issues.
7. The greatest benefit will be opportunities for personal growth and knowledge.
8. Take the first step in a worthwhile journey... COME **JOIN US** TODAY!

What Membership Means

- ▶ More
- ▶ Enthusiastic
- ▶ Members
- ▶ Bring
- ▶ Energy
- ▶ Resources
- ▶ Skills
- ▶ Help
- ▶ Ideas
- ▶ Participation

~Marie Purser

The Garden Club of Georgia, Inc.



AUGUST & SEPTEMBER 2019

Join Us

As we *PLANT AMERICA* with membership

We Want You to Gain New Members in Your Clubs!

**You've Heard our Challenge for this Administration:
21% by '21**

"Why Do We Want New Members?" you might ask.

New Members

- Become new friends,
- Add diversity to our membership,
- Remind us how proud we are of our accomplishments,
- Increase our visibility to our communities,
- Share our passion,
- Increase our club's energy,
- Become our future leaders,
- Bring in more new members.

You see how very vital new members are!

Without New Members, our current members will eventually

- Get ill or pass away,
- Get tired,
- Lose interest,
- Will no longer remain involved.

And the main reason will be that they no longer receive the same benefits that brought them to our club in the first place!

**Garden Club Members Want to Have Fun, Learn New Things,
Fulfill a Mission, and Make a Positive Difference in our Communities!**

Most of our garden clubs have been making that difference in our members' lives and in the communities in which they live for many years – our earliest state garden club was organized in 1924. Most likely, someone in your past was a proud member of a garden club - possibly a parent, grandparent, great-grandparent, and/or family friends.

In Fairbanks, Alaska, in the early 1960's, a member of our Fairbanks Garden Club feared that a special wild area not too far from town would be divided up into homesites. She took it upon herself to reach out to everyone she knew and petitioned the Alaska Legislature to save part of this wild area. **They couldn't help but listen!** In 1967, they designated 15,360 acres for the Chena River State Recreation Area. In 1975, they designated an additional 240,000 acres.

Garden Club members are fearless and passionate for what they believe! There are stories just like this all over our country. We are called by many "The Conscience of America".

**Our numbers are dwindling and it's time to act! Is it worth it to nurture and grow your clubs?
Are we worth saving? YOU BETCHA!**



Continued on next page.

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Do you hope today's children grow up feeling good about flowers and butterflies and birds?

JOIN A GARDEN CLUB

and

...Learn about youth garden clubs that offer children and young people a chance to dig and plant and grow,

and

...Promote the garden club's activity program encouraging young people to be curious about nature's mysteries and careful about how they are used,

and

...Find out about scholarship programs for college students majoring in subjects related to garden club goals.

Do you wonder what would happen if no one cared about our mountains and deserts and rivers and trees?

JOIN A GARDEN CLUB

and

...Support its conservation projects to provide protection from pollution and misuse of natural resources,

and

...Participate in programs to preserve historic sites, taking care of places important in the life of your community,

and

...Get together with others to present a solid front of civic concern to your city, county and state representatives.



National Garden Clubs, Inc.
4401 Magnolia Ave., St. Louis, MO
63110-3492
Telephone: (314) 776-7574
E-mail: headquarters@gardenclub.org

Do you love flowers and gardening, and would you like to get acquainted with others who feel the same way?

JOIN A GARDEN CLUB

and

...Take advantage of programs and classes in gardening, landscape design, environmental education, and flower arranging, sponsored by the garden club,

and

...Discover what grows best in your kind of soil and how to fertilize and keep moisture in,

and

...Enjoy the thrill of showing your prize plants and floral arrangements at flower shows and exhibits,

and

...Profit from the experience of experts, getting new ideas for outdoor planting to complement your home and neighborhood.



**MEMBERSHIP IS THE KEY...
TO PERSONAL ENRICHMENT.**

**MEMBERSHIP IS THE KEY...
TO PRESERVING OUR HERITAGE.**

**MEMBERSHIP IS THE KEY...
TO A LIFETIME OF GARDENING
PLEASURE.**

REMEMBER, OUR

MEMBERS MATTER MOST!

Your 2019 – 2021 Membership Committee:

**Becky Hassebroek, Chair
Diane Harbin, Lelia Johnson
Gaye Stewart, Lynda Dickerson
Monica Hansen, Robin Hammer
Suzanne McCance, Robin Pokorski
Judy Barnes, Claudette Smith
Cheryl Obediente**

Contact us: NGCMemberships@gmail.com





OCTOBER & NOVEMBER 2019

Join Us

As we *PLANT AMERICA* with membership



For Happy, Productive Members

- **Involve** each member on a committee.
- **Give** each new member, and existing member if you never have previously, a **member packet** that explains in more detail what your club's focus is, what your affiliations are, what your committees are, and what projects you work on, and a yearbook with a list of members and future meetings. If you don't have this information, this membership committee will be glad to provide you with information that can be personalized for your club.
- Your members should **vote on actions** of your Executive Committee. This will give them ownership in your organization. **Shorten meetings** by conducting business meetings separately from your regular meeting.
- **Praise** your members in front of the club for work that they've accomplished. Special certificates or other items make a nice gesture.
- **Get their** input on a recurring basis, at least annually, of what programs they would like to have and what projects they would like to be involved in.
- Make sure there is a **program at every meeting**. The main reasons a person joins a garden club are for education and socialization. Be sure to provide these.
- And providing some kind of **food** at a meeting makes people happier, as well.
- **Be a good listener and show your members that their opinion matters!**
- **Healthy debate** is wonderful and should be nurtured – when members cross over the line and it turns to arguing, it's time for the individual leading the meeting to step in and make sure those differences of opinion are taken care of in private.

A happy, well-run club is a joy to behold! And, it's something every member deserves!

REMEMBER, our Members Matter Most!



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Continued on next page.

MEMBERSHIP IDEAS FROM OUR MEMBERSHIP WORKSHOP AT NGC FALL BOARD

INVITE:

- ☀ Anyone and Everyone
- ☀ Newly-Retired – They are apt to have money, energy, business sense, no grandkids yet
- ☀ Master Gardeners – They need volunteer hours
- ☀ The public at local nurseries
- ☀ Google “garden clubs” in your state and approach those that are not a member of NGC

ADVERTISE:

- ☀ Advertise meetings/projects via social media. Include “Facebook”, “Nextdoor” and “Meetup”
- ☀ Install your Garden Club signs at your civic projects
- ☀ Publish and distribute club trifold brochure
- ☀ Distribute personalized license plate frames
- ☀ Print and share business cards
- ☀ Distribute personalized grocery bags
- ☀ Obtain sponsors for high school contests
- ☀ Partner with 4-H, Boy Scouts, Girl Scouts, and others

INCENTIVES:

- ☀ Offer one-half dues
- ☀ Offer monetary awards to retain and gain members
- ☀ State Grant/Award Program targeting membership increase
- ☀ Nursery Coupon Book – Discount to partners, free to members, sell to non-members

MORE MEMBERSHIP IDEAS TO COME



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ATTRACT AND RETAIN:

- ☀ Guest and member information packets
- ☀ Develop and clarify benefits of membership
- ☀ Treat everyone with kindness
- ☀ Acknowledge and celebrate new members
- ☀ New member tea or lunch
- ☀ Good programs draw people
- ☀ Promote NGC environmental programs/schools
- ☀ Assign mentor to a guest/new member
- ☀ Place every member on a committee
- ☀ Encourage diversity and welcome it
- ☀ Keep atmosphere happy
- ☀ Keep business meetings short
- ☀ Keep reports lively and concise
- ☀ Welcome member input
- ☀ Budget for members to attend district/state meetings
- ☀ Change meeting day/time/place as needed to attract young members – try libraries, nurseries, public places
- ☀ Modify name to attract public/millennials – “club” might insinuate an unwelcome “clique” to many
- ☀ Establish task force to study and offer ideas
- ☀ Use “Zoom” to connect with members
- ☀ Experienced club – Start/mentor young club

SEND IN YOUR MEMBERSHIP IDEAS TO BE PUBLISHED AND SHARED!

REMEMBER, OUR

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Diane Harbin, Lelia Johnson
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Monica Hansen, Robin Hammer
Suzanne McCance, Robin Pokorski
Judy Barnes, Claudette Smith
Cheryl Obediente

Contact us: NGCMemberships@gmail.com





DECEMBER 2019 & JANUARY 2020

Join Us

As we *PLANT AMERICA* with membership



HOW OFTEN DO YOU TOOT YOUR OWN HORN?

If you want new members, you might want to let people know:

*Who you are,
What you do, and
Where to find you!*

- **Signage** – Place your club sign, with contact information, at your civic projects. Show everyone what good work you do and how involved you are in your community.
- **Identify Your Members** – Provide members working on community projects or in public places something that identifies them as members of your organization, such as matching shirts, hats, or scarves. Your presence will be noticed!
- **Members Wanted Poster** – Personalize a Members Wanted Poster (we have prepared one for your use and will have it available on the new website – if you want it sooner, just let us know). Post it at coffee shops, internet cafes, libraries, churches, delis, boutiques, greenhouses, garden centers, and other gathering areas – make sure to get permission.
- **Come Participate Pen** – Attach a flower to a pen and include contact information for your club. It could also include a ‘save the earth’ fact on the reverse side of the contact info. Provide small buckets and place them as above.
- **Members Matter Mason Jar** – Plant a flower in a mason jar. On one side put club contact information. On the opposite side, explain how members matter in a garden club. Distribute anywhere.
- **A Pass-A-Long Party** – Members raid their gardens for pass-a-long plants. Add a name and care instructions label. Hold the event at a festival, public park, library, etc., inviting the public and guests to attend. Be sure to have the club’s name conspicuously displayed (banners are now fairly inexpensive) and have your club’s brochures to distribute.
- **Horticulture or Gardening Tip** – Post an attractive ‘Tip Poster’ once a month in your community library, city hall, visitors center, retail business, or any places mentioned above. Make sure your club name and contact info is prominently seen.
- **Festival Time** – Arrange to have a booth at a local festival and dispense bottled water with your club name and a gardener tip attached. Hand fans are also fun and welcome on a warm day. Give out the ‘funeral home’ type fan with your gardener club info, including contact information, and be sure to include a conservation or recycling tip on the fan.
- **THINK BIG, THE SKY’S THE LIMIT** – All of the clubs in Oregon, for the last two years, have gathered together for a Fall Garden Fair. They include a floriculture and horticulture exhibit representing all of their regions, a judged flower show, numerous booths to showcase what they do and how to join them, workshops, youth crafts, plant and garden art vendors, and so much more. Not only does this successful event stimulate public interest in joining our mission, but it galvanizes members as an important part of the state team! Oregon has written an in-depth description of their function, along with a brochure that can be used as a template, and they are proud to provide this for your use! Just ask!

GARDEN CLUBS ARE A ‘BEST-KEPT SECRET’. DON’T YOU THINK IT’S TIME WE REMEDIATED THAT?



Continued on next page.

PREFER NOT TO USE YOUR PERSONAL EMAIL FOR YOUR CLUB OR CHAIRMANSHIP, BUT NEED TO PROVIDE CONTACT INFO?

Not a problem!

Set up a special email account for your club or chairmanship.

Don't want to check two email accounts? That's also not a problem! And, here's how:

First, there's a great website to explain how to set up a Gmail account for your computer, tablet, or phone. Go to <https://www.gmail.com>. If you aren't aware, when you see an 's' after the http, it means it's a secure, encrypted site.

After you've selected a name and set up the Gmail account, you can then have any emails that come to that site forwarded to your personal email account. Here's how:

Sign into your new Gmail account.

Click the gear  on the top right of the screen
Click on 'Settings'

Select 'Forwarding...' in the top bar

Second line down, select 'Forward a copy of incoming mail to'

Add your personal email or other forwarding address

Then, 'Keep Gmail's copy in the inbox'

Click 'Save Changes' at the bottom, and you're all set up.

Prospective members need to know how to contact your club by email AND telephone. This is a great way to do so and keep your personal email private! If you need help, just contact us at our special Gmail account:

NGCMemberships@gmail.com

MORE MEMBERSHIP IDEAS TO COME



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SHOW YOUR APPRECIATION

To Guests: Introduce them, thank them for coming, and send a follow-up card letting them know you enjoyed meeting them and look forward to seeing them again.

To Speakers: Send a follow-up card letting them know how much the membership enjoyed their presentation.

To Special Non-Members: There are many who go out of their way for us, expecting nothing in return. Let's be sure to acknowledge and thank them. A 'Certificate of Thanks' means so much!

To Members: To those members who take on a project, or go out of their way to do something 'extra' for your club, acknowledge and thank them at a meeting and follow-up with a card, certificate, or present that they can keep.

Showing your appreciation doesn't take much effort, and the benefits are countless.

Go to gardenclub.org and select 'shop online' for a selection of beautiful card stock to use for certificates and many gift ideas.

WE WANT TO SHOWCASE CLUBS THAT HAVE A POSITIVE MEMBERSHIP GAIN. PLEASE LET US KNOW WHO YOU ARE AND WHAT YOU'RE DOING RIGHT SO WE CAN SHARE THIS IN OUR NEXT NEWSLETTER!

AND, PLEASE CONTINUE TO SEND IN YOUR MEMBERSHIP IDEAS TO BE PUBLISHED AND SHARED!

REMEMBER, OUR

MEMBERS MATTER MOST!

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Members Matter Most!

Challenge for This Administration

Increase Membership

21% BY '21

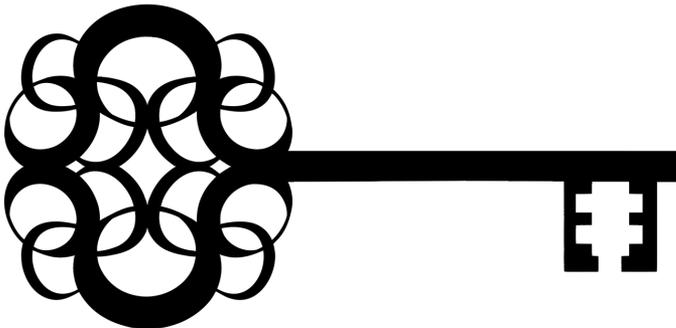


The vision of the 2019-2021 Membership Committee is to provide information and tools for our members to increase membership.

No matter how important the work of your garden club is, no matter how vital the services your club performs are, no matter how great the potential for fun and fellowship none of your club's strengths can be accomplished without active membership. Active membership is **THE KEY**.

Membership involves leadership in two ways:

- We must recruit new members and help them become active.
- We must stimulate active participation on the part of every member.
- Active, involved and interested members will unlock the doors of success and growth for your club!





Join Us

As we *PLANT AMERICA* with membership

OUR MEMBERSHIP CHALLENGE - 21% BY '21!

We asked clubs that have a positive membership growth to let us know who you are and share what you're doing right! We've had an overwhelming response! To save space, we're listing club name and state, president, membership numbers at beginning and end of this last year, % increase, and what you're doing that's working! Also, to save space, we will not restate the same idea submitted by clubs with a higher percentage increase.

- **Dallas GC, OR, Gaye Stewart, 20-38, 90%** – Hold evening meetings, encourage both men and women to attend/join, publicize meetings in free section of local newspaper, social media presence, engaging meetings, involve members with jobs/roles that match their interests, go on field trip "Safaris" every other month, publish and distribute newsletter by email and deliver copies around community, publish club directory, use 'branding' for recognition, develop prospective member packet and club brochure, personal member recognition for jobs well-done, share small gifts with each member every meeting, door prizes at every meeting from items brought by members, visible community projects, ongoing membership contest with a cash prize, and 'Invite, Invite, Invite!!!' "We believe we each have a part to play as we 'Grow' our membership. To be successful, we just need to remember to relax, always be upbeat and positive, and simply invite others to join us in the incredible fun we have by belonging to the Dallas Garden Club."
- **Camellia GC, AL, Janet Lewis, 8-12, 50%** – Close association with Master Gardeners who invite the GC members to attend their free 'Lunch and Learn' programs with new interns, community involvement with other organizations, distribution of nice cards that say 'In Appreciation of the pleasure your garden brings to those who pass by' and inviting recipients to attend a garden club meeting, and low annual dues.
- **Melbourne GC, FL, Sandi Dix, 22-32, 45%** - Vice-President acts as a mentor to new members to make sure they are experiencing the club in a positive way, and "we attend events to promote our club."
- **Patio Garden Club, OK, Bettie Cooper, 16-22, 37%** – Hold hands-on workshops at community events and a 'Husband [spouse] Appreciation' soup/chili supper/plant sale, inviting guests.
- **The GC at Palm Coast, FL, Sue Bara, 133-181, 36%** – Staff a membership information table at city events, sell plants at Farmers Markets with member present to answer questions, hold open houses at a realtors office with videos of garden club events as well as active members present to talk to visitors, staff a membership table at the meeting entrance with greeters, and display a power point presentation on a screen prior to our meetings pointing out upcoming projects, events, trips and important information. Dedicated members invite future members.
- **Sedville Petal Pushers GC, MO, Wanda Rasa, 10-13, 30%** – Incorporate crafting that goes along with gardening, our own members give many programs, evening meeting of no more than 1.5 hours, "...the less formal the club is, the more our members enjoy it", hold more time-consuming activities outside regular meeting time. "We keep a positive attitude and leave any drama at the door. We are there to learn and enjoy the same interests. We focus on having fun."
- **Nampa GC, ID, Charlene Hammons, 29-37, 27%** – Raise money for local "Meals on Wheels" by making ornaments during the 'Festival of Trees' and for our district meetings by making garden-themed ornaments for silent auctions.
- **Olympia GC, WA, Vicki Kammerer, 65-82, 26%** – Meeting notices go out to local papers and talk shows, very involved with youth gardeners, raise funds through "Merrie Makings" project to contribute to local schools for their horticulture projects and state college scholarships, focus on recognition of others.
- **Airbanks GC, AK, Barbara Horner Miller and Susie Crevensten, 32-40, 25%** – Added GC website to local "Fairbanks Gardeners" page, personal follow-up with guests that have attended meetings, take pictures, warm and welcoming style. Have fun and be enthusiastic – it's catching! Elect dynamic leaders, have varied programs – use members' special talents. Conduct plant sale and garden tours.

Flower Lane GC, IN, Lorna Billey, 24-29, 21% - Wear tee shirts and aprons with club logo to outings and events, take portable signage to events, use younger members to develop and maintain social media presence, give personal wards to members, send personal handwritten notes to members, have outside tea party, afternoon of fun once a year to a lower income apartment complex helping them arrange flowers and providing refreshments, introduce Tiny gardening for Tiny Houses.

Fulton GC, MO, Christa Daume, 37-44, 19% - "We recruited new members by having them on our garden tour, making them honorary members through the end of '19 and offering them a paid membership for '20 if they wanted to maintain membership."

Black Hills Flower Designers GC, WA, Debbie Spiller, 21-25, 13% - Online presence, personal invitation to attend/join, gift of items of mechanics to new designers.

Jardin du Lac GC, MO, Paula Wepprich, 41-48, 17% - Reach out to newly retired, personal invitations, FOOD before each meeting, introduce members and have them share with guests why they are in garden club, New members luncheon, well organized meetings, field trips and "In the Garden" every month, welcome packet (written information about the club and a schedule of activities) and gift to every guest.

Southern California GC, CA, Greg Pokorski, 116-134, 15% - Allow time for the social needs of our members to be fulfilled, household dues less than two times individual dues to include caregivers, the full dues paid by new members joining in last three months of the year includes the entire next year, NGC schools with discounted fee for club members, leadership workshops, and fundraising luncheon at every meeting. "We are an active, involved and interesting club."

Green Thumb GC, FL, Betty White, 134-153, 14% - Personal invitations, noticeable guest nametags to promote personal interactions by members, respond to those who show interest, information packets to prospective members, special projects - this year showcased 28 table tops at a shopping mall for two days with several guest speakers.

Eugene GC, OR, Pat Kramer, 65-74, 14% - Outreach and invitation to three annual events where the public is invited, one where we invite 4 local nurseries to present several of their plants/shrubs/trees - they donate a few and participants can win something for their garden.

Miles City GC, MT, Carol Graves - Have contests among members, make club business cards and give them to members to pass out, put GC posters on bulletin boards, sponsor an entry at your local fair with a prize of a membership, have a yard of the week program and invite all of the weekly winners to your club, then choose a yard of the year from those and give a membership to the winner. Memberships make great prizes!

Chinden Gardeners, ID, Charlene Hammons - Reach out to the community by using NextDoor, the social networking service for neighborhoods.

NC has a donor who will give each club in the state \$100 for a 21% increase in their membership by '21.

We are so proud of our clubs! We have included those clubs that responded with their successes that had the largest increase in members this last year. Other states that have advised us of their increase in memberships are: GA - 24 clubs over 21% up to 60%; KY - 5 clubs over 21% up to 125%; NH - 1 club as high as 38%; NY - 5 clubs over 21% up to 117%; OR - 6 clubs over 21% up to 90%; WV - 7 clubs over 21% up to 43%.

MORE MEMBERSHIP IDEAS TO COME



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Please continue to send in your membership ideas to be published and shared!

We learn best from one another!

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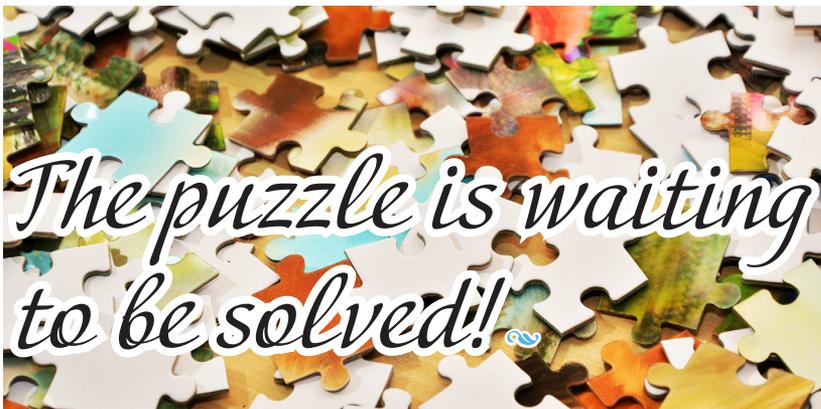
Do the math!

I ncreasing membership by 21% by 2021? Easy as pie. Hey, if you want a real challenge, set your goal to 2021% THAT would take some effort. So 21% is VERY do-able. Here's how it works.



If your club has 100 members, surely between the lot of you, you can find another 21 who share your love of gardening. If you have 50 current members, that's only another 10.5 people.

How do you get 10.5 new members, you might ask? Simple. Find another ten folks in your community who enjoy gardening *and then* comb your family-tree for a half-brother or half-sister (such as those pictured here.) Easy peezy!





By National Garden Clubs

You have the **opportunity**, whenever a guest visits your club, to add them to your membership roster! You may only have one chance, so a good leader will be prepared. We all know how much energy and knowledge new members bring!

Here are a few ideas that might



Pixabay

help you make sure your guests are being welcomed and made as comfortable in your club meetings as possible:

Introduce yourself

before the meeting starts. Find out a little about them, such as who brought them or how they found out about your club, and what their interests are so you can introduce them to the rest of your members.



◆ **Write down their name** on a whiteboard or flipchart, if available, so your members can remember it, or provide your guest a name badge that they can wear while at the meeting.

◆ **Give them a welcome pamphlet** which explains, in abbreviated form, what your club does. It can be just a tri-fold—and if you don't have one, this membership committee will be glad to provide you one that you can personalize.

◆ **Include an application for membership** and invite them to join. You might find it surprising that many people don't join because they simply have not been asked.

◆ **Introduce them to the club**, sharing a little of what you found out from them—or have the person who brought them introduce them.

◆ **Include something that interests this guest** during your meeting.

◆ Make them feel special by serving them first, along with the one who brought them, if you have refreshments.

◆ **Provide ample time for your members to**

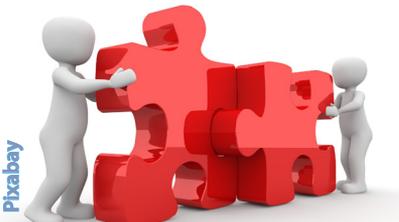
introduce themselves to your guest. They may even know them, which will help make your guest feel even more comfortable.

◆ Provide an agenda. Start and stop on time. And, by all means, have fun! A happy, well-run club meeting is a joy to behold! Seize this opportunity

that you have been given to show this guest the "garden club way" that we all love!

◆ REMEMBER, our MEMBERS MATTER MOST!

◆ If we can help, please contact the National Garden Club Membership Committee! 🌸



GARDEN CLUB MEMBERS WANTED

By National Garden Clubs

Positions Open:

Nature lovers, growers, bird watchers, designers and conservationists.

Physical Qualifications:

Must be able to appreciate beauty and the out-of-doors. Smell fragrance and clean air. Touch earth, flowers, and plants and taste clean water.

Age Limit:

From 6 to 106.

Experience:

Must have walked barefoot in the grass, picnicked in the park, hiked in the woods, and stopped to smell the roses.



Beginning Wage:

A few aching muscles, plus a raise in spirits and a joyful heart.

Advancement Opportunities:

May be asked to be a chairman of a project or an officer of a garden club.

Fringe Benefits:

Social security—You have the security of social friendships with other garden club members everywhere.

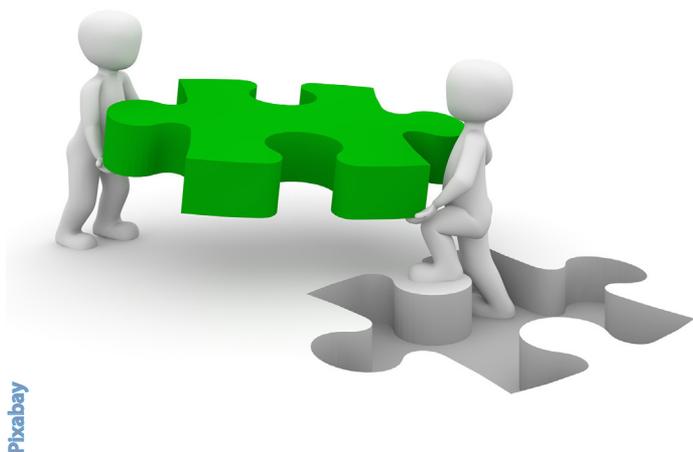
Retirement:

A wheelbarrow full of happy memories and perennial remembrances of worthwhile accomplishments.

To apply contact: _____ 



*One piece of the
puzzle at a time!*



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Selected Bibliography

The books listed below are great references to consider as we examine reasons why clubs and associations are losing members and are unable to attract new ones. Each author makes careful analysis of the membership problem facing all of us, plus gives successful guidelines to support membership satisfaction and growth.

Miller, John G., *OUTSTANDING! 47 Ways to make your Organization Exceptional*, G.P. Putnam's Sons/the Penguin Group, 2010.

Sladek, Sarah L., *The End of Membership As We Know It*, ASAE: The Center for Association Leadership, 2011.

Sladek, Sarah L., *The New Recruit*, Expert Publishing, Inc., 2007.

FOR ADDITIONAL INFORMATION

Please phone **Gaye Stewart** at 503.510.4370

or... use the contact information
in this booklet
to connect with others who share
your love of gardening.

Sharing information and networking
are keys to solving the puzzle!

