

Motivating Participation

By Robin Pokorski

- I. Be in touch with club members
 - a. Board needs to include new members bringing fresh ideas
 - i. Avoid "We've always done it that way."
 - ii. Try new approaches and projects
 - b. Monitor the desires of the members
 - i. Note which programs are best attended, least attended
 - ii. Survey —follow up on report of results
 - c. Orientation Packet
 - i. Give new members a packet that outlines club activities AND what expected of them as a member
 - ii. Membership form
 - iii. Yearbook— tell them what's in it and how to use it
 - d. Play on volunteerism
 - i. The good the project or event provides
 - ii. The feel-good aspect of volunteering
 - iii. Recruit the newly retired
 - e. Periodically explain long-standing practices so members know the WHY behind a project or event
 - i. Newsletter
 - ii. Meeting
 - iii. Explain something is being done
 - f. Share finances
 - i. How much each member costs the club
 - ii. Club expenses
 - iii. Results of project or event
 1. Expenses of projects
 2. Revenues of projects
 - g. Appreciate the work of members
 - i. Certificates
 - ii. Awards
 - iii. Newsletter

- II. Have several diversified projects (e.g. Blue Star)
 - a. Attracts new members
 - b. Reinvigorates interest some portion of existing members
 - c. Enlist as many members as possible on every project
 - i. Many hands make light work
 - ii. Everyone brings a friend and makes other friends during the course of the project
 - iii. Sign up volunteers for small amounts of time, money or effort
 - d. Encourage team or committee work
 - e. Project a positive image of projects
 - i. Use the "we only have one or two spaces left"
 - f. Leadership must not micro-manage
 - i. Enlist members to volunteer for jobs they WANT to do
 - ii. Don't assign or change people and jobs around to "shake things up"
 - iii. Leadership cannot do all the work or projects
 - 1. Let go of a project being done the "old way"
 - 2. Let the member run with the job their way
- III. Network with similar groups
 - a. Take advantage of what's offered and available as member of California Garden Clubs, Pacific Region and National Garden Clubs
 - i. Consider District membership
 - ii. Network at convention
 - iii. Visit website