

MAY MEMBERSHIP MESSAGE, 2021

Happy May, Fellow Gardeners! We are so excited to share with you that our Membership Message from this month forward will be delivered by your Assistant District Director! We have found that communication was breaking down, and so many of you were not receiving the Membership Monthly Messages. Therefore, we are working directly with your Assistant District Director, who will in turn be working directly with your Club's President and/or Membership Chairman, so we think this will "get the word out" more effectively about what is happening membership-wise in Florida.

The challenge RIGHT NOW for your Club/Circle is to PURPOSELY PLAN AN EVENT THIS SUMMER to attract those who might be interested in Garden Club. This could be as simple as an Ice Cream Social, a "Fun with Flowers" event, a wine and cheese...well, you get the message. Just be sure to have Membership forms available, and ASK-ASK-ASK them to join!!!! We have discovered that the number one reason folks don't join is because THEY WERE NOT ASKED!!!! Simple, but true.

We want to hear your ideas and what you and your Club is doing to increase membership. Of course, never hesitate to contact us!!!!

HAPPY SUMMER!

SHARING THE JOY OF GARDEN CLUB,

Jane Nendick, FFGC Membership Retention Chair

850-866-9319

Email: janednendick@gmail.com