**MONTHLY MEMBERSHIP MESSAGE, August 2022**

**Welcome, Almost Fall! Here’s hoping each of you have had a fun, safe, and healthy Summer—knowing that many of you are still “chasing the sun”!**

**Before we start our Fall Club gatherings, we want to purposely plan, and perhaps the most important aspect of your planning is HOW TO RETAIN YOUR MEMBERS!!! The majority of our Clubs have done a fabulous job in sharing the good news of FFGC Membership, however sadly, too many of our current Members are choosing not to renew! WHY??? After working on the answer to this for the last 2 months, we have concluded that folks are NOT feeling appreciated, like they are NOT getting the “bang for their buck”, like they are NOT truly “accepted” as a Member!!!! Today, we want to make a suggestion to assist with the first concern: Appreciation.**

**How many of you have your High School and/or College Diploma hanging on your wall? Perhaps a Pillar of Pride Certificate? Life Membership? We have them there because WE ARE PROUD OF WHAT THEY REPRESENT and we feel APPRECIATED!!!! So…..if that’s the case, why not offer within your Clubs, EACH MONTH, some type of APPRECIATION certificate???? (This only costs a piece of paper and some ink, so even our smallest Clubs can participate!) Here’s some suggestions as to how to APPRECIATE with a certificate:**

1. **Member of the Month: This is a great way to highlight new members, members who have made notable contributions, or those who have met certain milestones.**
2. **Volunteer Recognition: Honor to commitment and dedication of those Members who “help” above and beyond…it could be for just helping to set up extra chairs for a meeting! The point is to APPRECIATE!**
3. **Above and Beyond Recognition: Award your leaders or Members who have gone beyond to support your Club.**
4. **New Club Visitors: Those Members who have invited the most folks to attend a Club meeting or event in the last 3 months. (This could be given 3 times per season).**
5. **Brain Storm Recognition: Those Members who have contributed new ideas for the betterment of the Club.**

**Of course, these are just suggestions, and you’ll come up with many more, but the idea is to let your Members know they are valued, listened to, and APPRECIATED. This is Retention!!!**

**As always, we are available at any time for you. Just contact us.**

**SHARING THE JOY OF GARDEN CLUB, 2 X 2 IN ‘22**

**Jane Nendick, FFGC Membership Retention Chair**