**YES! IT’S TIME TO THINK ABOUT OUR MEMBERSHIP RENEWALS/RETENTION**

**MONTHLY MEMBERSHIP MESSAGE, FEBRUARY 2023**

**Member retention is critical to every Garden Club and it simply cannot grow if it loses existing Members as fast as it can grow new ones! As you know, being INTENTIONAL in designing an exceptional member experience is really “the name of the game” when it comes to growing your Club! This year, our membership dues are due June 1, so it’s not too early to start “warming up” your Members for renewal. And what do we mean by that?? Let us offer the following ways to “warm up” Membership renewals and improve Membership retention:**

1. **Emphasize the VALUE they have received for their dues so far! One way to do this is to send a “Thank you” email/post card highlighting the benefits they’ve enjoyed over the past year. You could host a “Member appreciation event”, where they mingle with other Members and celebrate the accomplishments of the year. REMEMBER: THE FOCUS SHOULD BE ON THE VALUE THEY’VE GAINED, NOT ON WHAT THE CLUB HAS DONE.**
2. **New Members coming in always ask themselves, “Will the money I paid to join this Club be worth it?” And they will immediately start looking to the established Members as to their opinions and participation! And those who are renewing are asking, “Did I really get value and will I gain anything more?” Again, this is where your MEMBERSHIP SURVEY AND SUGGESTION comes in!!!**
3. **Consider offering an incentive for renewing early. Like maybe a few dollars less, a free plant, a free Class, etc.**
4. **Since this is our FEBRUARY LOVE MONTH, why not an actual phone call to your Members expressing how much you appreciate them? (District Directors, what about a phone call to your Club Presidents??) If a phone call is “out”, what about a Valentines card to them?? Whatever, please let your Members know that your do value and appreciate them!!!**

**And don’t forget that the NELL COE AWARD APPLICATIONS are due February 20! This is for Membership, and our FFGC President Marge Hendon is so generous with this….$200 for each winner!!! WOW!**

**Jane Nendick, FFGGC Membership Retention Chair**

**850-866-9319**