

MONTHLY MEMBERSHIP MESSAGE, SEPTEMBER 2022

This summer has basically been spent in research: contacting as many Clubs across Florida to find out WHY memberships were not being renewed. (Yes, it is understood that most feel the “concern” is folks “aging out”, passing away, or moving back North to be close to family.

WRONG!!!!!!

The number one reason folks are not renewing is: NOT FEELING WELCOMED OR COMFORTABLE OR APPRECIATED BY THE MEMBERS!

The number two reason folks are not renewing is: FEELING THE LACK OF VALUE FOR THE PRICE OF MEMBERSHIP AND THEIR TIME SPENT!

New Member Onboarding is perhaps the most important part of the New Member experience, and this is where the idea of renewing membership begins! Onboarding is important because:

- 1. It introduces the New Member to ALL that FFGC and your Club has to offer. This process can be accomplished by Hostessing an Event called GARDEN CLUB 101. This special event for New Members can be a coffee, a wine tasting, an ice cream social, etc. You will want to have the Chairs of all your committees there to explain their function and to inspire your New Members to become fully engaged in the Club early on! The Mentoring program is also a way to achieve this.**
- 2. It gives the New Member an idea of what to expect: How often they'll receive communications; how many and what type of events are planned for the year; and the different Programs planned for the year.**

- 3. Onboarding offers an easy way for New Members to start connecting with other Members. (Thus, the reason for the Membership Form which can be found on ffgc.org membership)**

When New Members are familiar with the benefits available to them, know what to expect, and can form friendships with other Members, they are much more likely to have a positive experience and renew their Membership when the time come!! So, by implementing an effective onboarding process, you can directly impact your member retention rate and grow your Club!

SHARING THE JOY OF GARDEN CLUB, 2 X 2 IN 2022,

Jane Nendick, FFGC Membership Retention Chair

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