Report

 New Membership

 Ed Nendick

 Jan. 5, 2020

This year’s successes include;

1. Monthly newsletters have been published by both New Membership and Membership Retention realizing that once we have a member keeping them is a necessity. The new members need mentoring and friendship most importantly. Our messages contain new suggestions for District Directors to forward to club Presidents and their Club New Membership Chairperson.
2. The Florida Federation of Garden Clubs Membership Brochure in both English and Spanish got rave reviews and we are republishing both versions.

This Year we will build upon the ideas that got new members

1. The App Next Door Digest must be taught and pushed hard by all District Directors and Club Presidents and their Membership Chairperson. Our first newsletter gave instructions on how to get the APP, how to use it, and how often to publish your clubs meeting times, dates, and programs.
2. We will use the Publicity budget of $1,000.00 to reprint our Handouts in English and especially Spanish as we need to bring in a Diverse membership!
3. Our second newsletter will address how to start a new club. Every District Director should have this knowledge.
4. The National Garden Club has set a goal of 20% increase in membership overall. I Propose we highly encourage each Garden Club to appoint a membership and a retention member. I also propose that we create an award for all clubs who reach that goal this year. If this is a two-year award it should become each year.
5. We Published on our web site as written on our Membership Brochure;
6. Benefits of Membership
7. What we Do
8. The next membership message will focus on meeting with your local realtors and placing a sign on their brochure table that advertises your Garden Club’s address, contact person with phone number, dates and times of your meetings. Place our FFGC brochures next to the sign.

Summary: In summary with the disappearance of the Welcome Wagon organizations, we are the place new people moving in can go to make friends, learn about their communities, learn what grows in their communities, and make a difference in those communities. There are 1,085 new people moving into Florida every Day!

Sincerely

MR. Ed Nendick