



***Planting and Growing  
Garden Clubs with Deep Roots***

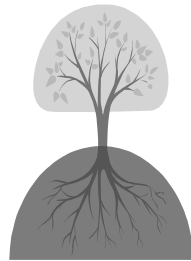
*Best Practices*  
**Membership Increase  
and Retention Manual**

WWW.MICHIGANGARDENCLUBS.ORG

# ***Michigan Garden Clubs, Inc.***

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MEMBER OF NATIONAL GARDEN CLUBS, INC. AND CENTRAL REGION



## ***Mission Statement***

***The Mission of Michigan Garden Clubs, Inc. is to provide leadership in education, resources and networking opportunities for its members to promote the love of gardening, floral and landscape design, civic and environmental responsibility.***

A THANK YOU TO ALL THE GARDEN CLUBS WHO SHARED ARTICLES AND 2013-2014 YEARBOOKS.

THIS MANUAL IS PUBLISHED IN GRAY AND BLACK TO SAVE ON PRINTING.

MARILYN MCINTOSH  
Michigan Garden Clubs, Inc.  
First Vice President  
*Membership 2014*  
mmaemcintosh@hotmail.com

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*Si quaeris peninsulam amoenam circumspice.  
If you seek a pleasant peninsula, look about you.  
State of Michigan Motto*



## ***Building a Better Michigan through Michigan Garden Clubs, Inc.***

*The Detroit Free Press has a section called “A Better Michigan.” The 6,530 Members of Michigan Garden Clubs, Inc. together in our 176 Clubs contribute to this endeavor throughout the State. In all four seasons, we are involved in Civic and Roadside Beautification, Environment and Conservation, Litter, Recycling and Reclamation Issues; Garden Therapy, Youth Gardening, Birds, Bees and Butterflies Protection; Blue Star Memorials, Youth Gardening, Native Plants, Landscape and Floral Design, Historical Preservation and much more.*

Our Members are busy, but volunteerism plays an important role in their lives. They make lasting friendships and foster their own personal growth while enhancing their communities. To make this all happen in the 21<sup>st</sup> Century, Clubs need to continue working on increasing their Membership to remain vital and productive. With more demands on time, growing your Garden Club makes sense as it may take more Members to complete projects through job sharing.

For New Members, our Garden Clubs often represent a place when making a change in life. We are a growing community. We welcome new residents, retirees, men and women, singles and youth who want to learn and are passionate about beautification, nature, health, and sustainable living.

We go beyond Gardening. Members, if they choose, can continue learning through our National Garden Clubs, Inc. Courses adding dimension to their own lives and Clubs. They become Gardening, Landscape Design and Environmental Consultants as well as Accredited Flower Show Judges. To further educate Members and the viewing public in Horticulture and the Arts of Floral Design, we hold Flower Shows based on standardized procedures.

This Manual is intended to share practical tools and ideas to keep our Garden Clubs exceptional in their communities from now into the future.

*Marilyn McIntosh*  
Michigan Garden Clubs, Inc.  
First Vice President

# Membership Club Testimonials

## LIVONIA GARDEN CLUB – DISTRICT I (80 TO 91 MEMBERS)

Today I am writing as Livonia Garden Club President. We've had at least eleven new members in 2013. Because we have no particular plan for attracting new members, I contacted eight from the last couple years and asked what enticed them to join LGC. Here are some of their answers:

- The Plant Swap (Plant sharing we hold each May, saw it advertised, came and picked up information about the Garden Club.)
- Wanted to learn how to improve their own habitat for birds and butterflies (came for information).
- Wanted to improve flowerbeds (came for information on almost all responders' lists).
- Great Speakers which were mentioned by more than one responder. (Speakers are advertised in our local newspaper before each Meeting/Program with a title and brief description.)
- Great Members, again mentioned by more than one responder (friendly, share my interests, met Members where I work and decided to join them, was encouraged by a neighbor, friend who were Members, welcomed at the door and asked by someone to sit in their group at the Meeting).
- Saw articles in paper about various activities. (The Club sounded interesting.)

*Some New Members had received a Garden Recognition Certificate with invitation and information about LGC. (We hand deliver or mail 60 Certificates every summer to residents whose yards look like they are working hard to improve their neighborhood.)*

I think these are all great ideas. Mostly, they involve some one-on-one contact and a little advertising; and *that quest for information that affects most gardeners*. Garden club members and prospects all have many interests in common.

*Ruth Moline*  
Livonia Garden Club President

## ADRIAN GARDEN CLUB – DISTRICT IIA (22 TO 30 MEMBERS)

We have "First Fridays" in downtown Adrian. We had a card table with Club Brochures and a Representative to take information from interested people. During our May Plant Sale, we picked up two more Members.

*Linda Freeborn*  
Adrian Garden Club President

## BRIGHTON GARDEN CLUB – DISTRICT IIB (51 TO 70 MEMBERS)

Hi! My name is Cindy Mann and I am a Co-president of the Brighton Garden Club. Judy Turnbull is the other Co-president. The ideas expressed here are from our observations and discussions with new members. It is a very exciting time in our garden club. Our numbers continue to grow and it seems that nearly every month we have new guests that would like to join. Yahoo! We have not made a concerted effort to attract new members, but feel that many things have contributed to our growth.

### What attracts guests to our meeting?

- Members inviting friends and neighbors
- Garden Club information posted in our community library
- The beautiful gardens that we maintain in our community (These include gardens at the post office, library, community garden and Mill Pond. This year we are adding the new Downtown Sculpture Garden and Veteran's Memorial, as well.)
- Our downtown plant sales
- Announcements in the local newspaper
- Online information in the Brighton Patch
- Business cards that Members give out when meeting others who are interested in gardening.

### Why do guests choose to join our club?

- "Everyone seems so FRIENDLY!" I hear this over and over from our visitors and new members. We consciously try to be upbeat and welcoming at our luncheon, program and meeting. (We meet the 3<sup>rd</sup> Thursday of the month from 11:00 to around 2:00.) We also

*We try to keep everyone well informed. We have an excellent monthly newsletter, a very informative yearbook and **everyone receives a telephone call prior to each meeting as a reminder.** We have also revised and updated all new member materials, so that each potential member is aware of what we have to offer, our expectations and how they can be involved.*

encourage everyone to arrive ½ hour early so that we have plenty of time to visit with our garden friends.

- We offer many ways for new members to get involved. Some of these include: serving on a luncheon committee, working in one of our gardens, field trips, garden therapy, garden buds (a smaller plant study group) and craft projects
  - Mentors to assist new members
- Interesting and quality programs
  - Organization is a top priority. Our Board works very hard to plan and organize, so that our programs are excellent and our meetings are conducted in a timely fashion.
  - We have FUN!

### Many of our new members have recently retired and are:

- Looking to make new friends.
- Want to be involved in the community.
- Like gardening.

Wow, what better place to find all of these than our Garden Club!

*Cindy Mann and Judy Turnbull*  
Brighton Garden Club Co-Presidents

## GRAND LEDGE GARDEN CLUB – DISTRICT IIB (39 TO 59 MEMBERS)

Grand Ledge Garden Club has added a total of 20 new members – two couples and 16 individual members – since September 2013. Since its organization in 1941, our club has always met in the afternoons. Longtime members were not willing to give up this tradition, but recognized that we were declining in active members and had not been gaining new, younger members. We knew that in order to meet the needs of younger, working persons in our community we needed to make some changes.

A committee was formed early in 2013 to attempt to reverse this trend. The committee determined that the best way to do this might be to add an evening meeting in addition to current afternoon meetings. Names of persons who might be interested in joining were collected. During the summer additional interested persons were solicited through the local newspaper. For our first meeting in September all potential new members were sent personal invitations to attend an evening ‘potluck’ dinner served at a local church with food provided by current members, enjoy a speaker, and hear about Grand Ledge Garden Club’s plans to organize an evening group. Our membership chairperson, using a newly revised membership request form, signed up several new members that evening. Some of our new members have joined our afternoon group and others signed up for the new evening meeting group. While husbands were often utilized to assist with our projects, men had never been encouraged to join. We now have six men added to our membership.

The evening group has a good core of enthusiastic members and we expect that number to increase as programming gets put into place. The new group already has a downtown park beautification project that they are working on. At this point the evening group is considered a part of the club overall. However, each group wants to adopt a particular name in order to distinguish one from the other -- ‘Daylilies’ has been suggested for the afternoon group and ‘Stargazers’ for the evening group. The new group has a chairperson who is in charge of the meetings, a secretary, and program and hospitality chairs. The meetings are not held on the same day of the month and will not necessarily have the same programming. It is expected that the evening group will be less formal and will seek out programs that appeal to their particular needs and desires. All members will take part in our one fundraising activity and we expect to use these monies as needed for each group.

Two board members act as liaisons between the two groups. Any club decisions are presented to both for consideration and a vote. Any member is free to attend either or both meetings during the month. Meetings of the new group are held in private homes because the group is small. Afternoon meetings alternate between public meeting rooms and homes depending on programming and space available. Refreshments are served. We intend to reassess next year and make changes if necessary.

The second meeting of the new evening group was entitled "GLGC: A Perennial Purpose in the Past, Present and Future" presented by six current members. Included were the history of Grand Ledge Garden Club, an overview of our various community beautification projects, special club events and opportunities, and the advantages of MGC, Inc. membership. It was concluded with a promise made to assist the new group in any way to insure their success in the future.

*Charlene Borgeson*

Grand Ledge Garden Club New Members Committee Chair/Treasurer

## MERIDIAN GARDEN CLUB – DISTRICT IIB (57 TO 72 MEMBERS)

### ***Educational Outreach –The Schuler Books Initiative (from the 2013 - 2014 Meridian Garden Club Yearbook)***

In 2013, the Membership Committee undertook a new project – a series of garden and horticulture-related presentations by MGC Members at Schuler Books and Music in the Meridian Mall. The Committee expected the program to raise community awareness of the Meridian Garden Club, educate community members about gardening practices and the benefits of gardening and potentially, attract new Members. It also demonstrated very visibly the amazing gardening knowledge of the Members of Meridian Garden Club.

The first presentation, “All about Herbs”, drew an audience of over 45 people on a blustery March evening to hear an introduction to growing, preserving and using herbs. Attendees stayed beyond the program’s close to ask questions of panelists Martha Shortlidge-White, Madeleine Masterson, Jean Weinert, Larry Aaronson, and Moderator Sue Wittick and to sample herb teas and herb cookies. The second program, “Edible Gardens”, presented by Cathy Claypool and JoAnne Keyes on April 24, attracted over 20 people to learn about incorporating edibles in their landscapes. At the end, the Presenters distributed packets of seeds to help attendees start their gardens. Posters and handbills created by Sue Wittick and a strong publicity campaign by Publicity Chair, Andi Kramer, helped to assure good turnouts.

Larry Aronson presented a program on “Medicinal Herbs” on June 18, 2013 with nearly 30 people attending. Joyce Wang, a new Member and Herbalist in training, demonstrated how and when to harvest herbs and discussed Chinese remedies. Attendees were encouraged to fill out a brief questionnaire to determine topics of interest for the future.

*The Yearbook notes:* Members of Meridian Garden Club who are interested in presenting or participating in a panel presentation on gardening topics should contact Education Outreach Coordinator, Peggy Bryson.

*Susan Leahy*  
Meridian Garden Club President

## THE GARDEN FORUM – DISTRICT III (26 TO 32 MEMBERS)

At Christmas time, Berrien Springs has an event called “***Kindle your Christmas Spirit***” where merchants stay open and there are all kinds of fun events, carriage rides, etc. The Garden Forum members printed business cards listing future meetings and inviting people to join the Garden Club. With the cards, they gave samples of lavender and peppermint scented bath salts and foot soaks that were made by Garden Forum members. Over 350 of these were handed out and interest was expressed by community members in joining the Club.

*Sarah Burt*  
The Garden Forum President



## STANDALE GARDEN CLUB – DISTRICT IV (29 TO 38 MEMBERS)

We feel our membership has grown because we have good speakers at our meetings and have good refreshments. We also try to make new people feel welcome. We have some new members that came when we had our plant sale and since then they have brought a friend. We also have some husbands. We are happy to have this increase in membership.

*Betty Mucha*

Standale Garden Club President

## SEEDUMS GARDEN CLUB – DISTRICT V (59 TO 70 MEMBERS)

- Waningan Raft Race on the Cheboygan River and downtown parade wearing our floral type dyed tee shirts. Some children joined in and had fun with us.
- Exhibit at Earth Week Expo featuring rain gardens, selling our cookbooks and passing out recipe samples. Sold 11 books and our garden gloves.
- Fun, food, friendships; sharing coveted cuttings and down to earth advice.
- A warm and caring Board of Officers.
- Display in the showcase at our meeting place, the library. We used craft ideas, dried flower bouquets, pressed flower note cards, our Seedums apron, tee shirt, cookbook, garden books. And provided fresh bouquets for the month on top of the showcase along with printed bookmarks with the yearly programs for people to pick up.
- Seedums seasonal display on Main Street filling an empty store front until the building is rented or sold.
- Our civic gardens speak loud about us utilizing most seasons.
- Caring and sharing our bouquets through the year at hospice house, assisted living and the nursing home.
- Programs, speakers and field trips to member gardens and local area interests.
- “Cheboygan In Bloom” is lots of fun as we tour in teams and recognize street scapes that enhance our Community.

*Susie Painter*

Seedums Garden Club President

### **From Seedums Garden Club Members:**

I chose to join Seedums Garden Club to be a productive member of the community by keeping up gardens, beautifying downtown Cheboygan, helping seniors and hospice patients with bouquets to cheer them; and learning and enjoying gardening. You won't find a friendlier group. *Cindy Cartmill*

I can say is that as a younger woman I was too busy with young kids to take much of an interest in flowers, where now I find them so very interesting and love learning from others what they have to share about flowers. I find working with flowers to be very therapeutic. *Marge Malin*

I joined Seedums because I love gardening and want to learn more about plants and flowers. I also love all the community gardens the club keeps up and the projects such as sunshine bouquets. It is fun to be around women who also love gardening. *Elaine McIntosh*

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## LAKESHORE GARDEN CLUB – DISTRICT VI (92 TO 104 MEMBERS)

It is hard to generalize because we are such an active, social club. Our members have such unique abilities and are great at volunteering. Members work in cooperation with the community and our Lexington Village Council. Another thing members enjoy are our Guest Speakers. Each month a speaker presents a 20-30 minutes presentation. Sometimes these spots are filled with one of our own members. They love the social time (20 minutes) with finger foods. As their President, they tell me that our Business Meetings are done in an efficient manner.

*Joyce Schmitt*  
Lakeshore Garden Club President

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## DEFINE YOUR GARDEN CLUB – THE ELEVATOR SPEECH

*The Board and Members networking in your Community are your best advertisements.*

**COULD YOUR BOARD AND MEMBERS DESCRIBE YOUR CLUB IN A TIME SPAN OF AN ELEVATOR RIDE OF ABOUT 30 TO 60 SECONDS?**

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### S P E E C H

- ① Introduce yourself
  - ② Describe involvement
  - ③ Talk about Club
  - ④ Invite
- 

***The Elevator Speech puts your best foot forward in a practiced short summary. Every Member should be ready to answer if asked by someone unfamiliar with your Garden Club. It takes some time to get it right and most likely will go through several versions before finding one which fits your Club.***

***Steps: Write down a broad description about your Club, edit, connect the phrases and memorize. Have you really answered the key question “if they were to join your Club, what would be in it for them?” Invite the listener to visit and exchange contact information or business cards. This method can clearly define fundraisers and events, too.***

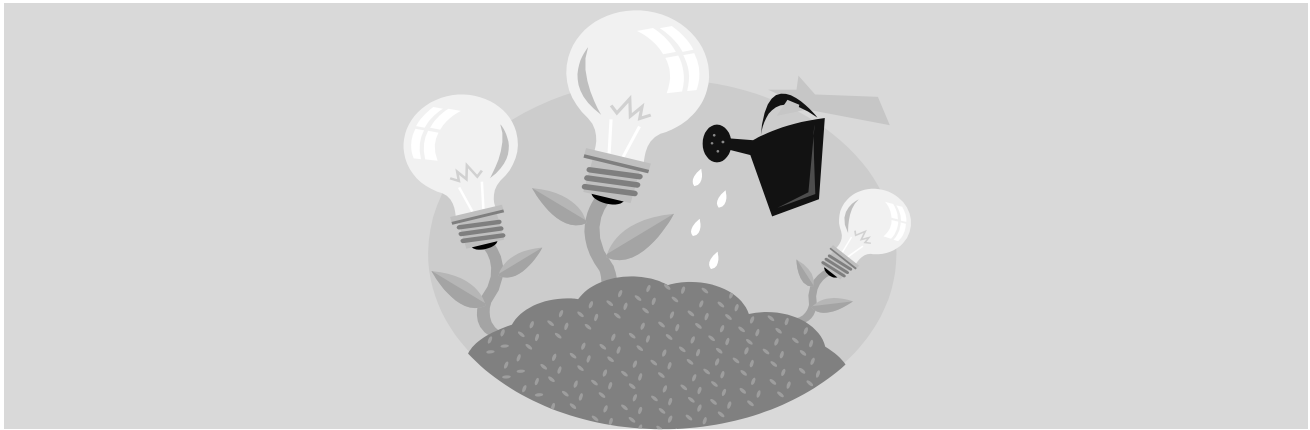
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## DESIGN YOUR OWN CLUB MEMBERSHIP PLAN

The Membership Plan begins with Club Officers to discuss the needs of your local Club. One plan does not fit all. This Manual was designed to address the making of an exceptional Club whether it is large or small, urban or rural, evening or daytime, men and/or women, etc. Consider forwarding or having each Board Member download this Manual from the Michigan Garden Clubs, Inc. website [www.michigangardenclubs.org](http://www.michigangardenclubs.org) under the “Members Only” section or make copies to use during this process. Clubs add Members throughout the year, but, it is helpful to designate two or more regular Meeting dates specifically as “Membership Recruitment Meetings.” *Planning ahead is the key to success.*



## ACTION STEPS FOR THE BOARD

1. **Appoint a Membership Chairperson/Committee.\***
2. **Appoint a Publicity Chairperson/Committee.\***
3. **Develop an Action Plan with Goals and Time Frame** (Use this Manual for Ideas.)
4. **Discuss the Plan with the General Membership and get Input.**
5. **Make adjustments.**
6. **Vote on allocation of Funds, if needed.**
7. **Implement.**
8. **Review.**

\* Smaller Clubs may have Board Members serve as Membership and Publicity Chairs.

# GREAT PROGRAMS, GREAT GARDEN CLUBS

*Great Ideas Change Everything*

**225+ Program Ideas from 2013 - 2014 Yearbooks**

## **MEMBERSHIP**

Member Show and Tell (Share Garden Tips, useful equipment or pictures of your garden)

Game Show Night – Test Your Horticulture Knowledge

Open Forum – Garden Club Exchange of Ideas

Garden Club Visitation Day – Bring a Friend

Winter Reading for Gardeners

The History of your Garden Club and your local Michigan city or town

All about the Garden Club and what you can do

Do it Ourselves Meeting – e.g. Members assigned a Bird, Flower, Tree, Environmental Issue, etc. to report on

Monthly Homework – Bring your answer each month for Roll Call – Examples:

- What is your most successful shade garden plant?
- Describe your worst insect problem this summer and tell us if you found a solution.
- What is your favorite tree?
- How do you conserve water in your garden?
- What is the first thing you see blooming in the spring?
- What is your favorite blooming shrub?

Annual Meeting – Recap past year

- End of Year Reports
- Committee Reviews
- Review/Update Program Book

Moments at each Meeting: Environmental Moment, Floral Design Moment and Gardening Moment

Getting Youth Involved

Junior Gardening

Club Floral Design Guild

Speakers from Michigan Garden Clubs, Inc. Board Directory

Strategic Planning – Garden Club Meeting, Members break into groups to brainstorm ideas in areas of:

- Membership
- Fundraising
- Gardens
- Projects or Programs
- Report at the end of the session and set up action plan.



## **HORTICULTURAL**

A Primer of Native Plants  
African Violets  
Alternatives to Impatiens  
Alpine Plants and Gardens  
Aquaponics  
Chestnuts  
Community Gardens  
Compost Tea  
Create a Children's Garden – Learn new Ideas  
Culinary Herbs  
Cultivate your Green Thumb Indoors  
Culture and Care of Clematis  
Dahlias  
Daylilies  
Delicious Apple Varieties – Stock up for the Winter  
Farmer's Almanac – Planting by the Moon  
Folklore of Native Plants  
Garden Reading (Librarian Highlights Resources and Books/Magazines Available)  
Gardening for Retirees  
Gorgeous Grasses  
Growing Grapes and Making Wine  
Growing Roses  
Heirloom Gardening  
Herbs: Grow Harvest and Preserve  
Horticulture Therapy – Therapy through the Love and Care of Plants  
Hostas  
Houseplants  
How Soil Testing Can Help  
Hydrangeas  
Hydroponics  
Identifying Michigan Native Ferns (Bring a magnifying Glass)  
Ikebana  
Indoor Plants  
Lasagna Gardening  
Maple Syrup  
Michigan Native Plants  
Moon and Night Gardens  
More on Gardening  
Mums the Word  
Myths and Magic of Plants  
Organic Farming/Gardening  
Overwintering Bulbs, Plants and Succulents  
Peonies  
Permaculture  
Plant Pathology  
Planting for Memorial Day  
Planting Lavender  
Plants of the Bible  
Plants that make you Itch  
Preparing your Garden for Spring

Propagation – Cuttings: A Form of Multiplication  
Pruning  
Putting Your Garden to Bed  
Raised Beds “Gardening or Flowers”  
Rhododendrons  
Right Plant, Right Place  
Shiitake Mushrooms  
Straw Bale Gardening  
Succulent Plants  
Sunflower Varieties  
Tasty Morsels – Mushrooms  
Tea – A Healthy Beverage  
Teas and Tisanes  
The Beauty of Native Plants  
The Best Fruits and Vegetables to Freeze  
The Siberian Iris  
Tillandsia - Air plants  
Tower Gardens  
Toxic Garden Plants  
Vegetable Canning – Use what you plant  
Vermiculture  
Vertical Gardening  
Waking Up your Garden  
Watering Cans - Different kinds and care  
Weed and Feed  
What's growing in the City? – Urban Agriculture  
What's new in the Greenhouse 2014

## **LANDSCAPE DESIGN**

A Fairy Garden  
Accessorizing your Garden  
Creative Approaches to Low Maintenance Gardening  
Creative Landscapes through Garden Paths, Rooms and Water Features  
Designing Edible and Ornamental Small Gardens  
Designing Outdoor Containers  
Ferns, Woodland Plants and Ground Covers  
First Impressions – Unforgettable Entrance to your Home  
Garden Impact – Create a WOW factor  
Herbs in the Landscape  
Labyrinths  
Landscapes by the Lake  
Landscaping with Wildflowers  
Make Your Landscape Sustainable  
Neighborhood Beautification  
New Trends, Designs and Colors  
Perennial Gardening  
Progressive Garden Tour  
Strategies for a low maintenance garden  
Think like a Landscape Designer  
Tips to make your House look Professionally Landscaped  
Taking Care of Pests Naturally  
Smart gardening and Watershed  
Waterfalls and Landscaping

### **LANDSCAPE DESIGN CONTINUED**

What is Landscape Architecture?  
What's New in Container Gardening?

### **ENVIRONMENTAL**

Agrifood Practices from Food to Food Deserts  
American Waste – Educate, Innovate, Recycle  
Astronomy and the Environment  
Attracting Birds  
Bats  
Bees in the Garden  
Bird Identification in your Backyard  
Butterflies and Birds in the Garden  
Butterfly Gardens and Conservation  
Conservation  
County Park Systems  
Dragonflies  
Eastern Bluebirds  
Energy Efficient Homes  
Establishing a Rain Garden  
Film - Stemming the Tide: Garlic Mustard  
Freighters and Tall Ships  
Genetically Modified Seed  
Global Warming and Predicted Effects on the Great Lakes  
Gourmet Bird Food  
Healthy Eating  
Herbal Tea  
Honey Bee Pollination  
Honey Bees, Nature's Little Pollinators  
Limber Up and Work Smartly and Safely  
Loda Lake Wildflower Sanctuary Presentation  
Maintaining Trees  
Maintaining Water Quality in our Lakes and Streams  
Make the Ultimate Bird Feeding Station  
Making the World a Better Place  
Meth Houses and Prescription Drug Disposal – State Police  
Michigan Birds  
Our Environment and Why We should Care about It  
Owls, Hawks and Eagles  
Pest Control for your Garden  
Protecting our Environment - What we can do?  
Protecting the Health of Gardeners and Gardens  
Rain Barrels  
Recycling Techniques  
Reforestation with Planting and Caring of Trees  
Sand Dunes  
Shoreline Restoration

Spiders  
Taking Care of Pests Naturally  
The Cost of Raising Food  
Using Herbs and Acupuncture to Heal the Body  
(Chinese trained and Board Certified)  
Watershed Health  
Wildfires of Michigan

### **ARTISTIC CRAFTS**

Bird Feeders – Using Knox Gelatin and Bird Seed  
Crafting a Concrete Dish with Leaf Impression  
Create your own Holiday Designs  
Fall Decorating  
Fun with Clay: Make Your Own Vessel  
Leaf print demonstration  
Make and Take Holiday Potpourri  
Make and Take Twig Vase  
Make Your Own Fruit and Vegetable Bouquet  
Make your special flower arrangement for family and friends  
Painting Rocks for your Garden  
Photography of Flora and Fauna  
Plants to dry and use all winter  
Pot Painting Therapy  
Pounding, Pressing, Waxing Flowers

### **BLUE STAR MEMORIAL RELATED**

Old Glory: History of the American Flag  
Support Our Troops – Wounded Warriors

### **FLORAL DESIGN**

Basic Floral Design  
Demo of Making Christmas Trees and Wreaths with Live Greens  
Design Tips for Flower Show Participants  
Exploration In Floral Design  
Floral Design – Christmas Traditions  
Flower Arrangements using “frogs”  
Gourd-eous Design  
Judges View – Horticulture  
Make and Take Fall Arrangements  
Make and Take Pumpkin Arrangement  
Miniature Designs – How to create for a Flower Show  
Small Flower Arranging  
Fall Decorating  
Preserving Flowers – Why? and How?  
Teaching the Teachers for Community Greens Workshop

### **CELEBRATIONS**

Annual Plant Auction at a Member's House  
Anniversary Celebration (Vintage clothing fashions)  
Bake It. Grow It. Make It. A Christmas/Holiday Gift Exchange  
Blind Auction/Silent Auction  
Celebration Installation Luncheon  
Christmas/Holiday Tea and Social (Bring your own floral tea cup)  
Fashion Show and Tea  
Member Recognition Day  
Members bring some plants, garden crafts (and other garden items to be auctioned.)  
Past Presidents' Tea (Local Awards, Life Memberships, etc. given)  
Picnic at the Park  
Tablescapes Luncheon – Each Table decorated by a different Member or Members  
Taste of the Season Contest ---- This year: Create Homemade Salsa from your Garden  
The Flower Pot Luncheon

### **FIELD TRIPS**

American Waste Recycling Plant Tour  
Botanical Gardens of Northwest Michigan  
Dairy Farm Tour  
Greenhouse or Nursery Tour  
Hidden Gardens  
Indiana Quilt Gardens Tour  
Loda Lake Wildflower Sanctuary  
Lotus Tour – Monroe  
Meijer Gardens  
Member's Garden Tour, "View My Garden"  
MSU Children's Garden  
MSU Horticultural Gardens  
National Parks  
Progressive Tour of Members' Gardens with Treats along the way  
State Parks  
Tour a Specialty Foods Plant or Business  
Tour Proven Winners Demonstration Garden  
U of M Biological Station  
What's New at the Farmer's Market?

## **RESPONSIBILITIES OF THE PROGRAM CHAIRMAN**

1. Plan general meeting programs in keeping with the State and National aims and objectives. New themes are announced every two years.
2. Contact program sources and get written verification (Speaker Contract) of scheduling, fees, and details for each program including AV Equipment. Note if handouts are part of the fee.
3. Prepare year's program schedule with names of speakers and titles for publication in Yearbook or information sheet. Give a short biography of the Speaker and note what type of program will be given: Power Point, Lecture, Panel Discussion, Hands on Demonstration, etc. Variety is the key.
4. Check with the Speaker a week or so before meeting to confirm program arrangements, ascertain what properties will be needed, what assistance if any and what time the Speaker will arrive.
5. Arrange in advance for the number of chairs needed for seating and for necessary properties for program----good lighting, microphone, podium/lectern, extra tables, AV, screen, etc. Test from front to back of room to **make sure the Speaker can be heard and visual aids can be seen.**
6. Reserve the most convenient parking space possible for the Speaker. Be on hand when the Speaker arrives to welcome and assist, familiarize with the facilities, and help get acquainted with Club. Offer to load as well as unload.
7. Let the Speaker talk at the scheduled time and for the length of time previously arranged. Introduce and thank the Speaker publically at the Meeting. Have a check prepared in advance if there is a fee or have a gift as a token of appreciation where there is no fee. Send a note of appreciation.



## **100+ IDEAS TO INCREASE MEMBERSHIP AND RETENTION**

1. ASK – Still #1 way to invite Members to visit and join.
2. Appoint a Membership or Membership Recruitment Chairperson.
3. Great programs serve as magnets in drawing Members to Club Meetings. (See the 225+ Program Ideas on Pages 8-11.)
4. Consider a Fellowship Committee who would develop strategies for creating situations for Members to make friendships in an atmosphere of fun – good fellowship is one primary reasons members join. Interchange between members before, during and after each meeting will discourage the development of cliques within a club.
5. Make Membership Kits for Chairs to take to Plant Sales, Garden Walks, Flower Shows, etc. Include Club Brochures/Business cards, Bookmarks, Information Sheets, Membership Applications, extra Newsletters, Michigan Garden Clubs, Inc. publications, etc. Exchange contact information so the Club has their name, email and phone for contact.
6. Make a New Club Member Folder or Packet, include Yearbook or Information Sheet on Club Program Dates, Location and Projects; Name Tag, and Mentor Contact Information for New Member. Have a special time to review expectations of a Member (Orientation) and get them involved on a Committee or Garden assignment right away.
7. Develop a Welcome Letter from the President for all New and/or Prospective Members, address the person by name and welcome them to the next Meeting. Put a survey sheet asking about areas of interest or expertise. Include a return stamped envelope.
8. Set Membership Goals early and announce to everyone. All Members should know about their Club goals, programs and accomplishments. (See Elevator Speech – Page 6.)
9. Ask each Member to bring a friend for a Club Visitation Day coupled with a special speaker, hands on activity (artistic crafts are popular) or event.
10. Create a Membership Committee to brainstorm recruitment ideas specific to your area.
11. Make everything you do a “Media Event.” Now that digital cameras are so easy to use, take a picture at all your events – your keynote speaker at a monthly Meeting, your new Member Inductions, Officer Installations, Garden Projects, etc. and send them to your local newspapers. Newspapers, especially weeklies, are always looking for items of local interest. Post on website, Facebook, etc.
12. Have clear Club goals (Vision statement) and a Strategic Plan.
13. Promote your local Club with National Garden Club, Inc. Week during the first week of June ---dress up your Library Showcase.
14. If you have a *Welcome Wagon* in your town, ask them to include information on your Club.



15. Leave welcoming information about your Club with Realtors for new residents in town.
16. Ask Businesses/Banks to put publicity on their electronic billboards or reader boards.
17. Have more gardening education at Meetings and review basics. One Club used Chapter Topics from a *Gardening Manual* to make sure all the basics were covered for new Gardeners and allowed Members to add their "Gardening Tips."

*Hold a Membership Coffee. Send personal invitations. Have flyers and displays on hand. Talk up the Garden Club.....what members do for the Club and especially what the Club has to offer Members. Serve goodies with "garden recipes."*

18. Apply for Awards and publish results for Member/Club pride.
19. Get bright tee shirts (or hats, aprons, etc.) with the Club logo on the front so Club Members can be identified when working on Community Gardens, Fundraisers or Projects.
20. Choose "Gardens or Landscapes of the Month" of Residences or Businesses and invite the Owners to join.
21. Ask to put Garden Club information at temporary flower stands/greenhouses in the spring.
22. "Bloom" Homeowners with a yard flag/sign and postcard as contributing to the beautification of your city or area.
23. Provide floral arrangements or designs to public buildings such as City Hall, Libraries, etc. with signage "Courtesy of \_\_\_\_\_ Garden Club", have brochures or fact sheets.
24. Have a Booth at a Home Show with a Display. Vendors use a candy dish to draw attention.
25. Have a Blue Star Memorial Dedication or Rededication, involve Veterans, state and city officials and honor our service men and women. Be part of this National Garden Clubs, Inc. Program since 1945 as a large project for Club participation. Learn about Michigan's Blue Star Highway. Contact MGC Blue Star Chair for more information.
26. Review your Club Yearbook with all Members at least once a year so they are familiar with goals and projects to be able to talk about their Club.
27. Challenge each Board Member to recruit a new Member.
28. Have a booth at the Farmer's Market selling bulbs, your cookbooks, etc. Have information available.
29. Host a Fashion Show networking with local businesses. Invite the public.
30. Contact the Chamber of Commerce with information about Club and events.
31. Offer gardening programs at the Library or Book Store by Members, perhaps a weekly event for a month.
32. Place customized bookmarks at the Library with the Club calendar and location of Meetings. Make sure there is a contact phone number or website address.
33. Have public meetings at malls and outdoors in parks, Courthouse lawns, etc. (Use your MGC metal sign.)
34. Have a booth at malls, fairs, festivals, float in Parade, etc.
35. Allot a line item in the Budget for Membership.

36. Ask a well-known personality in your town to be the Honorary Membership Chairman. Publicize.
37. Ask the Mayor to proclaim a Garden Club Membership Enrollment Day, week or month to continue to enhance the beautification of your town or city. Publicize.
38. Don't forget to contact new families that move into the community, welcome them with a personal call and invitation to your Club. Every new resident has a yard or front porch to garden.

*Use every talent available to promote membership. Ask a journalist to help with letters and articles; an artist for posters, sketches, logos; photographers to get high pixel photographs for printing; computer persons to help with Website and Facebook pages for announcing events.*

39. With permission, use store windows of restaurants, beauty shops, etc. for advertising.
40. Place pamphlets at doctor's offices, hospitals, cafeterias, libraries, gyms, exercise classes, golf leagues, nurseries, organic food co-ops or stores, etc.
41. Hold a Club Meeting with the main topic being on Membership.
42. If you have a local Master Gardener Club, Garden Clubs provide education programs during their Meetings, District Meetings and State/Regional/National Conventions to fulfill their hours.
43. Give the Membership Chair one minute at every Club Meeting. Keep the message going throughout the year.
44. Place an ad about your Club in the newspaper.
45. Place a Membership table at the entrance to your Meetings or events. Place them strategically so people must pass by to enter.
46. Give a thank you and framed Certificate for businesses to hang for assistance to your Club.
47. Have a telephone committee to keep in touch with Members who have missed Meetings.
48. Plant a new daffodil or other flowering bulb for each new Member in a community park flower garden.
49. Ask for a few minutes at local government or service clubs (Rotary, Kiwanis, Elks, Lions, Chamber of Commerce) to explain what your Club is accomplishing and invite to join.
50. Recognize new Members by name for their first three consecutive Meetings and perhaps add a line or two, so Members get to know them. Make sure new Members have a Name Tag right away.
51. Make the Membership Chair a Board Member.
52. Do service projects that serve a need in the community.
53. Distribute extra copies of magazines/newsletter that relate to your club in waiting rooms, etc.
54. Hold high-profile meetings.
55. Hold a dessert reception for prospective members or for a new Member orientation.

56. Invite your District Director to be a Speaker or do a Program at one of your Meetings.
57. Encourage Club Members to attend State, District and Presidents' Meetings to network with other Clubs within their area and statewide.
58. Have Local Club Awards for *your* Members to recognize number of hours, achievements, special projects annually.

*Ask for help from your District Director if you need specific ideas or to find a Club who has been successful in increasing Membership and retaining Members. Have your Board Members visit if possible.*

59. Make prospective members feel important by getting them involved right away. Assign a Mentor, Buddy or Big Sister/Brother.
60. Make some Meetings social events and try some mixers so Members meet others.
61. Don't take age or gender into consideration.
62. Build a Club website or Facebook page.
63. Sponsor a yearly club competition and challenge members to bring new members. The winner receives a traveling trophy recognizing their success in recruiting the most new Members.
64. Work with Boy/Girl Scout troops, 4-H groups and other youth organizations to form a Youth Garden Club.
65. Prepare a one page flyer with a brief history of your Club and list past accomplishments, on-going projects, etc. Use for new and prospective Members.
66. Give Honorary and Life Memberships to encourage participation and longevity in your Club.
67. Use group email to promote your club.
68. Put posters in public areas.
69. Create more fun and always show enthusiasm for your Club.
70. Send info to the media regularly.
71. Lead by example --- how many Members have you recruited?
72. Invite coworkers, neighbors, friends and family to garden club meetings.
73. Follow up with guests.
74. Ask corporations and employers to sponsor your Club or events.
75. Have Members be Speakers at other organizations such as a Mothers' Group. Invite them to join and work on Children's and Youth Gardening, playground and park improvement.
76. Provide guests with free meals.
77. Invite your spouse or have events which include spouses such as auctions, recycling, etc.
78. Check with your District Director to see if there is room to invite a guest or guests to a District Meeting.
79. Update your Club committee job descriptions including time commitments for jobs.

80. Advertise at sports events.
81. Share your Club experience with others.
82. Make Business cards for all Board Members.
83. Give an Award to your Members who have perfect attendance all year.
84. Circulate the Club newsletter widely beyond your Membership (i.e., Library, public officials, etc.)

*Hold cooking or culinary, healthy lifestyle, wellness, green/sustainable, eco-friendly living event(s) and invite the public.*

85. Offer to host a Study School, District or Presidents' Meeting as a large group project for team building and as a Membership booster.
86. Design a Club Brochure.
87. Use Michigan Garden Clubs, Inc. website calendar and Publication for garden walks, fundraisers and events.
88. Contact radio stations for interviews to promote your Club.
89. Television channels have websites with community event calendars for posting.
90. Contact Homeowners Associations about information on your Garden Club.
91. Have a Membership Tea, Luncheon or Garden Party and invite guests who are interested in gardening.
92. Implement smaller study groups which meet in libraries, delis, coffee establishments or homes.
93. Plant gardens with signs by “\_\_\_\_\_Garden Club”. Include website address on sign.
94. Hold a Flower Show and invite Youth and Non-Members for involvement in Horticulture, Floral Design and Educational Exhibits. (Ask your District Director for assistance in finding a Flower Show Judge to mentor your Club if you have never done a Show before.)
95. Start a Flower Arranging Guild and invite the public to learn/practice a monthly floral design.
96. Have a village or city beautification theme in your town or city. Partner with city officials or downtown authorities.
97. Give a “free” one year Membership.
98. Have a Plant Auction or Exchange for your Club Members and the Public. (Spring and Fall)
99. Have a Landscape Nursery Tour; perhaps they will give a workshop jointly for your Club and the public.
100. Invite Non-Members to assist in community service project
101. Have winter beautification projects: Christmas lighting contest or home decorated for the holidays, decorate business or public building, have signage and leave brochures, website information.
102. Wear your Michigan Garden Club, Inc. pins or Club Nametags at Events and Meetings.
103. Consider mixed groups: Men and women, couples, and youth (teens).

- 104. Emphasize our National Garden Clubs, Inc. Courses which go way beyond just our Gardening Consultants to Landscape Design and Environmental Consultants as well as Accredited Flower Show Judges.
- 105. Ask a local self-defense expert to conduct a special workshop to be sponsored by your Club or Home Improvement Store to do an event on Energy Efficiency for Homes. Advertise.

*Continue to recruit throughout the year. Prospective Members move into the community or Volunteers are looking to find a commitment.*

- 106. Have small group connectors within the club such as Euchre, Book Club, Quilting, Knitting, Art, Hiking, etc.
- 107. Divide your Board into Membership teams and give them specific assignments for New Member recruitment and their involvement in the Club.

- 108. Have an Architect do a Special Program on products and designs for an eco-friendly and energy efficient home. Advertise.
- 109. Check last year's Membership list. Call or send a reminder note to Members who have not renewed their Membership. Maybe they've been too busy or overlooked request. Remind them of upcoming events.
- 110. Have both day and evening or Saturday Meetings so working Members can join your Club.
- 111. Use the National Garden Clubs, Inc., Michigan Garden Clubs, Inc. and Central Region Awards system. Review the lists to match the committees in your Club. Send in the required information for judging as a standard to produce high quality projects and programs in your Club. There are some financial awards given annually. Increase your Club and Member pride.
- 112. The Club Business card (see example below) has been a very popular way to have Club Members involved in the Membership process. Each Member is given the cards to hand out to those interested when in the community. These are inexpensive to print in a large quantity.

**EXAMPLE: CLUB BUSINESS CARD**



## EXAMPLES: PROSPECTIVE MEMBER AND WELCOME LETTERS

### Follow up Email or Letter

President/Membership Chairman/Corresponding Secretary  
Club Name  
Street Address  
City, State, Zip Code

Date

Prospective Club Member's Name  
Street Address  
City, State, Zip Code

Dear (Name of Prospective Garden Club Member)

Thank you for attending our Meeting last \_\_\_\_\_. We appreciate you taking time to meet with our Club to learn more about our projects and activities in the community. Our objective is to promote the love of gardening, floral and landscape design, civic and environmental responsibility.

Please consider visiting us again at our next Meeting on \_\_\_\_\_ at \_\_\_\_\_. We will be having a Program or Speaker on \_\_\_\_\_.

Please feel free to contact us if you have any questions or would like additional information on our Club. Enclosed /Attached is a Membership Application for your use.

Sincerely,

Name  
Title

### Welcome Email or Letter

President/Membership Chairman/Corresponding Secretary  
Club Name  
Street Address  
City, State, Zip Code

Date

New Club Member's Name  
Street Address  
City, State, Zip Code

Dear (Name of New Garden Club Member)

We are so pleased to have you become a Member of the \_\_\_\_\_ Garden Club. We are sure you will enjoy the time spent with fellow gardeners and sharing your ideas of gardening with us. Our Club meets the \_\_\_\_\_ of each month. One of the highlights of the summer is \_\_\_\_\_. In the winter, we are busy getting ready for \_\_\_\_\_. Our Meetings are filled with Speakers and fun things to make for our gardens.

If you have any questions, please feel free to speak to one of your mentors (names and phone numbers) or any Member of the Club. We are looking forward to getting to know you better.

Sincerely,

Name  
Title

## REGISTER FOR "MEMBERS ONLY" ON THE MGC WEBSITE

THE "MEMBERS ONLY" SECTION OPENS UP A WHOLE NEW WORLD OF INFORMATION ABOUT OUR ORGANIZATION ON THE PRIVATE SIDE OF OUR WEBSITE.

You will need a **Password** to view:

- **Facts and Information** - *The MGC Board Minutes, Bylaws, Directories, Handbook, Membership Benefits and State Life Members.*
- **Forms** - *Club of Distinction/President's Report, Financial Report Forms, Judging Sheets, Sign Order and Youth Gardening Club Registration.*
- **Ideas to Increase Membership and other Aids**
- **Member Events and News**
- **Photo Gallery - Members**
- **Programs and Projects** - *Legislation, Flower Arranging Lessons, Steps to a Flower Show, Flower Show Schedule Booklet*
- **Writer's Corner**

**Password Directions:** Go to [www.michigangardenclubs.org](http://www.michigangardenclubs.org).

Left hand column (Bottom of the List) "Member Registration"  
Look for your Club's City and your Club's name. Click "Join."  
Fill out the form. Write down your user name and password.  
Click Register and read the confirmation page when it appears.

## **TEAMWORK AND JOB COLLABORATION**

**A Story about Time Expectations** *A Workshop Presenter once explained when joining an organization, volunteer jobs were listed with the annual time expectations. She chose to be called 4 times a year to take a salad for luncheons. Because she worked, she would take the salad the night before and drop it off, picking her dish up on the way home. Our Members are busy, appreciate structure and organization; and knowing their time commitment is not open ended.*

**Written Committee and individual job descriptions are important** and often overlooked. **Job Descriptions include the Job Title, Last Revision, Responsibilities, Qualifications and Time Commitment.** The more information you have for your Members upfront, the better prepared and motivated they will be for the job they take on. Make sure the person currently holding the position revises the written description to reflect the duties actually performed. Our Clubs have many types of Committees (see Page 20). Kent Garden Club shares a “Projects, Committees, and Classes” Reference sheet they give all New Members (on Page 21) as a brief overview in the Membership packets. An example Job Description for a “Membership Chair” is on Page 22.

**Teamwork and Job Collaboration** work well in our Garden Club settings when job descriptions are broken down into achievable parts. Consider these types of commitments in the chart below from *Boomer Volunteer Engagement: Collaborate Today, Thrive Tomorrow* by Jill Friedman Fixler, 2008.

<b>Title, Description</b>	<b>Commitment</b>
<p><b>Job Sharing</b> Two or more volunteers share an assignment with either the same responsibilities or complementary responsibilities, depending on their skill set</p>	Serve as one volunteer sharing responsibilities and splitting the time, providing coverage for each other; schedule can be prearranged or worked out among themselves
<p><b>Rotation</b> Volunteers share the assignment by taking turns to accomplish tasks or responsibilities</p>	Specified but negotiable
<p><b>Segmentation</b> Divide a new or existing time and/or people-intensive task or position and break it into more manageable specific parts</p>	Negotiated time commitment Can be time limited or ongoing
<p><b>Seasonal</b> Work either in the season they are available or the season they are needed</p>	Episodic or short-term Organization’s high season assistance
<p><b>Substitute</b> Provide coverage on an as needed basis</p>	On demand to fill in or be on-call
<p><b>Team Volunteering</b> A group of self-directed volunteers taking on a project, program or assignment</p>	Time limited or ongoing Episodic or short term
<p><b>Consultant</b> Providing professional skills and content expertise to the organization</p>	Usually time limited Scheduled based on volunteer availability; could be virtual
<p><b>Virtual</b> Providing services to the organization from off-site location using phone, fax, Internet, or email</p>	Schedule own time Time limited or ongoing

# KEEP THEM BUSY – COMMITTEES FROM YEARBOOKS

## Standing Committees

Artistic Design  
 Audit/Financial Review  
 Awards  
 Beautification  
 Birthdays  
 Board Advisor  
 Book Review  
 Books of Evidence/Awards  
 Budget  
 Bylaws  
 Children's Education  
 Communication  
 Community Education  
 Community Liaison  
 Contributions and Special Projects  
 Courtesy and Hospitality  
 Custodian  
 Data Base  
 Educational Moments  
 Educational Outreach  
 Email/Telephone Calling  
 Fellowship  
 Food Coordinator  
 Field Trips  
 Finance  
 Friendship  
 Fundraising  
 Garden Planning  
 Garden Maintenance  
 Garden Therapy  
 Grant  
 Habitat for Humanity  
 History, Archives or Scrapbook  
 Hospice  
 Hospitality  
 Hostesses or Greeters  
 Job Descriptions  
 Junior Gardening  
 Legislation  
 Librarian  
 Life Membership  
 Membership/Mentors  
 Memorial or Remembrance

Merchandise  
 New Member Orientation  
 New Member Social  
 Newsletter  
 Nominating  
 Parliamentarian  
 Photographer  
 Programs  
 Publicity  
 Refreshments  
 Rest Area Beautification  
 Scholarship  
 Sharing Table  
 Social Media  
 Sunshine/Sunshine Sisters  
 Telephone/Callers  
 Transportation  
 Ways and Means  
 Website  
 Workshop  
 Yearbook  
 Youth and Woodsy Owl

## Special Committees

*All Around the City "In Bloom"*  
*Awards to deserving Front Yard Scapes*  
 Arbor Day  
 Art Council Liaison  
 Anniversary Celebration  
 Birds  
 Blue Star Memorial  
 Chamber of Commerce Rep



City Planners  
 Conservation and Wildlife  
 District Meeting  
 Event Planners  
 Festival of Trees  
 Flower Show  
 Frolicking Afar  
 Gallivanting Gardeners  
 Garden of the Month  
 Healing Garden  
 Installation  
 Luncheons  
 Member Flower Order  
 National Convention  
 New Member Brunch and Orientation  
 Ox Roast  
 Parade  
 Plant It Pink  
 Presidents' Meeting  
 Rotary Representative  
 Spring Speaker  
 State Convention  
 Summer Picnic  
 Veterans' Memorial  
 Yellow Ribbon Garden

## Education Groups

Floral Design  
 Flower Show  
 Horticulture  
 Study Group Names: The Petal Pushers; The Lady Bugs

## Garden Walk

Advertisers/Sponsors  
 Afterglow Party  
 Design/Printing  
 Garden Docents  
 Garden Hostesses  
 Garden Scouts  
 Photography  
 Refreshments  
 Signs/Road Markers  
 Ticket Sales



**EXAMPLE**

**KENT GARDEN CLUB  
PROJECTS, COMMITTEES and CLASSES\***

*Submitted by Anne Todd, President; prepared by Gabi Blacklidge, Former President  
for New Member Orientation and Packets*

**FLORA FANS STUDY GROUP** – Meet with members on various topics regarding horticulture and landscape design.

**FLOWER DESIGN** – Classes in all forms of floral design, from simple arrangements utilizing common flowers, to the intricate designs featured in many standard flower show classes. Participants will learn designs, plant materials, flower conditioning, container selection and use of mechanics.

**FLOWER SHOW** – The Committee will plan and stage a Standard Flower Show (every other year), including design, horticulture and educational exhibits.

**GARDEN THERAPY–Ken-O-Sha** – The Committee plans and assists special-needs students with crafts and projects relating to nature and horticulture.

**GARDEN TOUR** – The Committee will plan and coordinate a Garden Tour of home gardens and/or public landscaping for community education of plant material and design. This is a club fundraiser.

**HABITAT FOR HUMANITY** – The Committee will work with the local Habitat for Humanity organization to provide landscape design, materials, planting and maintenance information.

**HOLIDAY LUNCHEON** – The Committee will arrange for our yearly holiday luncheon in December, including menu selection, table arrangements and entertainment.

**HISTORIAN** – A member will collect photographs and materials pertaining to club activities to maintain the historical scrapbooks.

**HOSTESSES** – Every two years, members will be called upon to provide snacks and decorative arrangement at business meetings.

**KEN-O-SHA** – The Committee works with children who have special needs at Ken-O-Sha Center from October through May, using crafts and projects relating to nature and horticulture.

**KGC SERIES** – Members who teach classes in the community on horticulture, landscape design and floral design.

**MEMBERSHIP** – The Committee promotes and welcomes new members and maintains records of all members, their membership status and participation in activities.

**NEWSLETTER** – The Editor publishes the *KENT THYMES*, a monthly newsletter that includes current information on members and club activities; and articles on floral design, horticulture, environmental issues and nature.

**PHOTOGRAPHER** – A member who keeps a photographic log of club activities and events.

**SPADE BRIGADE** – Members who plant and maintain five KGC gardens throughout the community.

**TELEPHONE** – The Committee is responsible for occasional communications between members on club concerns or activities not otherwise sent in the newsletter or by electronic email.

**WEBSITE** – The Committee is responsible for keeping the website current on club activities.

**WREATH SALE** – The Committee will organize and coordinate the annual Wreath Sale, including suppliers, advertising, promotions, and order pickup. This is a club fundraiser.

**YEARBOOK** – The Committee will compile information and produce the club membership Yearbook annually, for distribution in June (the beginning of the fiscal year).

\*Please keep this information for future reference

## **Example of a Job Description**

### **MEMBERSHIP CHAIRPERSON**

#### **Position Summary/Objectives or Overview:**

Manage the membership function to successfully retain members and achieve an increase in club membership. Create a Membership Recruitment Plan in collaboration with the Board. Guide the activities of the Garden Club Members to assist in membership promotion, recruitment and outreach.

**Revision Date:** 2/1/2014

#### **Responsible to the President, Board and Club Members**

#### **Responsibilities:**

- Form a Membership Committee and work with them throughout your term.
- Update a monthly list of New Members and enter the information into the Club Member data base. Complete and send in the *Michigan Garden Clubs, Inc. New Member Form* available on the website.
- Maintain current and updated contact information for all Members. Send email changes to President, Corresponding Secretary and Yearbook Chair. Use information to update *Michigan Garden Clubs, Inc. Rosters due on June 1<sup>st</sup>* annually.
- Respond to requests for information about Membership through telephone calls, personal contacts, email and correspondence.
- Maintain and develop Membership/Promotional materials: Applications, informational brochures and flyers with the assistance of the First Vice President and Publicity Chair.
- Have a Membership Table at all monthly meetings for Attendance Sign-In Sheets, Club applications and brochures.
- Prepare Membership Kits for Chairs to take to Flower Shows, Garden Walks, Fundraisers, etc. with all Club information for membership recruitment.
- Plan prospective member events and activities including an annual Membership event/meeting in May and another during the Holiday Luncheon.
- Prepare New Member packets and distribute to each New Member.
- Pair each New Member with a Mentor or Buddy.
- Schedule New Members to attend the New Member Orientation.
- Send Welcome Letters to New Members.
- Serve as a Member of the Board and attend the regular monthly meetings.
- Represent the Club in the community.
- Review and keep records for the next Incoming Membership Chairman, then Mentor.
- Get Board approval before ordering or purchasing any new Membership materials.

#### **Requirements:**

- Must have reliable email skills.
- Possess good organizational skills

#### **Time**

- 10-15 hours per Month

# THE BENTLEY HISTORICAL LIBRARY

THE UNIVERSITY OF MICHIGAN

**Archives Michigan Garden Club, Inc. Records, Documents and Publications**

<http://bentley.umich.edu/>

## **OUR ROOTS DATE BACK TO 1931**

The idea for the Federated Garden Clubs of Michigan (FGCM, now Michigan Garden Clubs, Inc.) was conceived at a meeting on June 30, 1931 at the Women's League Building in Ann Arbor, Michigan. Forty representatives of 15 existing garden clubs in Michigan were present at the meeting, where a nominating committee for the new organization was appointed and a secretary and temporary president chosen. The first formal meeting took place in October of 1931 in Grand Rapids, Michigan. The Federation's first president, Mrs. Joseph Dexter, who later became president of the National Council of State Garden Clubs in 1941, was instrumental in laying the groundwork for many of the projects the organization was to undertake. Due to her efforts and those of her successors, by 1941 the organization had grown from its original 15 clubs to 121 clubs, with a membership of between five and six thousand.

The first bulletin of the organization was published in December, 1931. This later became its official publication, "Thru the Garden Gate."

During World War II many of the programs that had been started were put on hold for the duration of the war. Several garden clubs in Michigan disbanded, but new members joined and the Federation continued. The Victory Garden program became its primary project and many members volunteered at the Red Cross, Bond drives, and at various camps and hospitals. The Federation was incorporated in 1941 and became the Federated Garden Clubs of Michigan, Inc.

Following the war, the Victory Gardens program continued as the Peace Gardens and other projects were begun. These included work on the Michigan section of the Blue Star Memorial Highway (completed in 1946), the "Help for Holland" and "Help for Finland and Lapland" programs in which quantities of tools, seeds, fertilizer, and insecticides were sent to the Norwegian countries, and the planting of 1,254 Freedom Gardens following the government's call for growing more vegetables in 1947.

Conservation has always been a primary concern for the organization. Its first Conservation Conference took place in 1934 in Lansing, Michigan after the State Department's declaration that if 100 women could be found who were interested in learning about conservation, it would come and give a comprehensive program. These conferences continued yearly and beginning in 1947 were held at the Higgins Lake Conference center. The first Conservation Training School for Teachers took place at Higgins Lake that year as well. In 1941 the Federation began the Loda Lake Sanctuary, the first wildlife sanctuary of the Forest Service in the Great Lakes Region, and several other initiatives followed. One of the biggest of these was the purchase by FGCM in 1980 of a large tract of land on Lake Huron known as Grass Bay. This purchase, and subsequent land grants, are managed by the Nature Conservancy and have helped to secure many miles of protected shoreline along the lake.

Education has also been one of the priorities of the Federated Garden Clubs of Michigan. The first Flower Show School was organized in 1945 to standardize the judging of flower shows in the state (it was then called the Judging School Committee). Many more of these schools emerged, particularly in the

early 1950s, when the Federation's Garden Therapy program was at its beginning. The first Landscape Design School was instituted in 1958 and a Landscape Critics Council was formed in 1961. A Landscape Design School was founded in Holland, Michigan in the same year. Also in 1961, an organization was created to manage scholarship funds and support students of horticulture, environmental education, and related fields. This was known as the Federation of the Federated Garden Clubs of Michigan. It was incorporated in 1961 and merged with the Federated Garden Clubs of Michigan, Inc. in 2004.

In 1976 the first two Schools of Gardening were taught by Mrs. Paul Dunn. Upon completion of four courses, graduates were awarded certificates as Horticultural Consultants. These were the first of the Gardening Study Courses that the organization has continued to the present. A Gardening Consultant's Council was formed in 1980.

Through youth activities, education, celebrations, and campaigns, Michigan Garden Clubs, Inc. has and continues to play a major role in raising awareness about environmental issues, sustaining conservation initiatives, and beautifying the state of Michigan. Some of their involvements that were not mentioned above include Arbor Day, Michigan Garden Week, the establishment of Public Gardens, Roadside Beautification, the Frederick Meijer Gardens, the Daffodil Project, the Loda Lake Nature Preserve, and the Jo Russell Memorial Wildflower Project.

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1 Alexis Antrocoli and Jeremy York, Michigan Garden Clubs, Inc. Records 1931-2009 – History, <http://quod.lib.umich.edu/b/bhlead/umich-bhl-07101?rgn=main;view=text>, (2007-2009).

## **MEMBER ATTENDANCE**

### ***Attendance is Important to the Club because:***

Lots of Members in attendance mean more involvement in Club activities, more interested volunteers, more community resources and a place where everyone would be proud to invite a new Member.

- A Member who attends contributes, has greater ownership and knowledge about the Club.
- Vibrant Clubs enhance the quality of life in your town or city.
- It makes it easier to get good programs and better speakers when many are in attendance.
- It facilitates the recruiting of New Members. New Members bring their acquaintances and new ideas.
- Good attendance provides more fellowship, networking opportunities and resources.
- It provides more volunteers for Club service projects, leadership, teamwork and job sharing.
- It builds a positive club image with the reputation of being “an active Club.”
- It provides better opportunity for input and ideas by a greater number of Members.
- It makes meetings more fun.

### ***Attendance is important to the Club Member because:***

- It is a great place to meet and get to know others in your area with similar interests.
- Leadership roles are often available with chances to learn new skills in Committees.
- Personal growth is fostered through education, interaction and participation.
- Regular attendance creates continuity so Club activities and opportunities are better understood.
- Service to others makes a difference in Members lives as well as the community.
- Lifelong friendships are often developed.

## **ACCENTUATE THE POSITIVE - ELIMINATE THE NEGATIVE**

- Respect your members who attend by starting your Meetings on time and ending on time.
- Use a pre-printed agenda. Club Members and Chair persons can come prepared.
- Do not put down members for shortcomings in front of others. But, do pat them on the back in front of others for a job well done.
- Do have great programs and promote the upcoming programs in your email or newsletter. Use fun, interesting and a variety of program ideas and styles from Power Point to Hands on, etc.
- Do not ignore new members and guests. Treat them as you would like to be treated; make them feel appreciated. They should leave the Meeting feeling like they are already part of the Club.
- Do ask your members to invite their friends, co-workers and relatives. Show your appreciation when they come and recognize them by introducing them during the Meeting.
- Do not complain at meetings; do not be a pessimist. If a challenge exists, work behind the scenes to correct it.

## **Share your Success Stories with your District Director**

(2013-2015 Term)

### **MGC District I Director**

Sherry Sanelli  
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ssanelli@att.net

### **MGC District III Director**

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saturnus@mei.net

### **MGC District VI Director**

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### **MGC District IIA Director**

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517-437-7171 or 517-250-7722  
becki\_jaeger@sbcglobal.net

### **MGC District IV Director**

Lynn Miller  
427 Adaway SE  
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lmmiller.garden@yahoo.com

### **MGC District IIB Director**

Barbara Benner  
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Hastings, Michigan 49058-1079  
269-945-2986  
craftyladybarb@hotmail.com

### **MGC District V Director**

Kathleen Johnson  
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Manistee, Michigan 49669  
231-398-2840  
littleriverkj@yahoo.com

## **Where to find more Resources**

Michigan Garden Clubs, Inc.  
[www.michigangardenclubs.org](http://www.michigangardenclubs.org)  
Register to view "Members Only"

National Garden Clubs, Inc.  
[www.gardenclub.org](http://www.gardenclub.org)

Central Region  
National Garden Clubs, Inc.  
[www.ngccentralregion.org](http://www.ngccentralregion.org)

Note: Replace this sheet when term  
of District Directors has been  
completed.



**GOOD, BETTER, BEST; NEVER  
LET IT REST; TILL YOUR GOOD  
IS BETTER AND YOUR BETTER  
IS BEST.**

**UNKNOWN AUTHOR**