



MEMBERSHIP RECRUITMENT DRIVE LOOKING TO THE FUTURE

This leaflet is to help all flower Clubs to address problems of falling membership and give ideas for growth in the future

THE FUTURE OF NAFAS IS IN YOUR HANDS

RECRUITMENT

NEW IDEAS

POSITIVE THINKING

We enjoy the fun, friendship and flowers that membership in NAFAS brings and want to pass on a vibrant growing Flower Club to the next generation for their enjoyment and benefit

Will your Flower Club be here to celebrate the NAFAS Diamond Jubilee in 2019?

If issues are tackled effectively your Flower Club will be able to face the future with confidence

How can we achieve our objectives?

- Communicate with existing members in order that they understand the importance of membership and the wider friendship it brings
- Be always on the lookout for new members - in all age groups
- Welcome and integrate new members within the Club
- Create the right atmosphere for all members and age groups so they look forward to attending monthly meetings and social events
- Promote NAFAS at every opportunity
- Advertise in the local community; check out free publications for your advert

NAFAS membership is the engine providing the power to enable our Association to move forward to meet the needs of tomorrow. Are you prepared to be in the driving seat?

This questionnaire is intended to help your Club to highlight strengths and weaknesses, and make plans for the future to increase membership.

Questionnaire

	Y/N
Is your membership declining? <i>How are you dealing with the problem?</i>	
Do you hold flower arranging classes?	
Has your Flower Club considered appointing a Club Membership Officer?	
Is your Constitution up-to-date, so that your Officers serve for a two or three year term? <i>This is essential for Chairmen so that new blood and ideas are brought forward</i>	
Is there a regular plan to enable new members to take office in the Flower Club?	
Do you encourage all members to participate in Flower Club events?	
Do you encourage all members to share in the work of the Flower Club?	
Do you have a Flower Club care programme for sick members?	
Is there a Flower Club Newsletter? <i>If not, why not start one?</i>	
Does your Flower Club have a website?	
Are the Club Finances sound? Do you use the <i>Club Annual Financial Health-check</i> leaflet on a regular basis to assist with finances and forward planning?	
Do you have a balanced programme of National and Area Demonstrators and Speakers, workshops, festivals and exhibitions to enthuse members, but also balance the books?	
Do you encourage members to purchase <i>The Flower Arranger</i> magazine and, if there is one, your Area News magazine?	
Do you have a sales table where members can purchase floral sundries and NAFAS trading merchandise i.e. NAFAS diaries, calendars, greeting cards, etc.?	
Do you have a welcome policy for visitors and the demonstrator/speaker?	
At any meeting, but especially Open Meetings, are visitors encouraged to become a member of the club.	
Do you organise any coach trips to Area/National events? <i>Especially the National Show</i>	
Do you make sure someone from the Flower Club attends Area meetings to make sure you are informed of all Area and National Events which are open to all members?	

Congratulations if your Flower Club has been able to answer most of the questions with a YES. You are probably facing the future with confidence.

If there are a number of NO's here are some suggestions to take on board:

Make a plan to encourage new members to take office or become a committee member	
Give free invitations out for Club Meetings and make the visitors welcome	
Try new things so existing members are kept interested with the variety on offer	
Be upbeat and cheerful about the social educational side of being a member of NAFAS	
Promote the NAFAS Members' Assembly, stating it is for all and a superb holiday break	

Some suggestions for your Membership Recruitment Programme

Assess the current situation

Is your Flower Club meeting time convenient for the lifestyle of prospective new members?

How has membership changed in the last 5 - 10 years?

What is the average monthly attendance over the last 12 months? Is it increasing or decreasing?

What is the approximate average age of the members compared to what it was 5 - 10 years ago?

In 10 years time will your Flower Club be vibrant and viable?

Make use of free websites to advertise your Flower Club

Recruitment Drive

Ask every member to bring a friend along

Organise a group of members to discuss and work on membership, but be positive and up-beat in the meeting.

Mail Shot

Post, or hand deliver, letters containing a brief description of NAFAS and an invitation to attend an Open Meeting, or a free entry ticket to a Flower Club meeting

Open Meeting/Special Flower Club Meeting

Make sure that a Visitor Hostess is appointed and ensure that all visitors are welcomed and given information about the Flower Club

Try to ensure that anyone on stage is proactive, a good speaker and always cheerful

Where possible encourage members to mingle and chat to visitors

Copies of the Flower Club Newsletter, *The Flower Arranger* magazine and Area News magazine could be given to each prospective new member

Have a Visitor Book near the entrance. Comments and contact details can be written in the book to follow up later

New Look Flower Club

Another option to increase interest in NAFAS is to encourage the formation of a New Look Flower Club - a different kind of Flower Club, possibly with more workshops

It is a brave step, but not impossible especially for those wanting more 'hands on' flower arranging

Many people like flowers and plant material but may not wish to attend the local Flower Club that their mother, grand-mother, auntie, attends and it is not 'cool' to be seen at that type of Flower Club

Does your Club have a problem with
falling membership?

Then ask for help and advice
from your Area
before it gets too serious

Don't keep NAFAS a secret

Share it with everyone!

*If you have had a successful recruitment drive let your
Area and the National Officers know how you did it*

We would all like to learn from your achievement