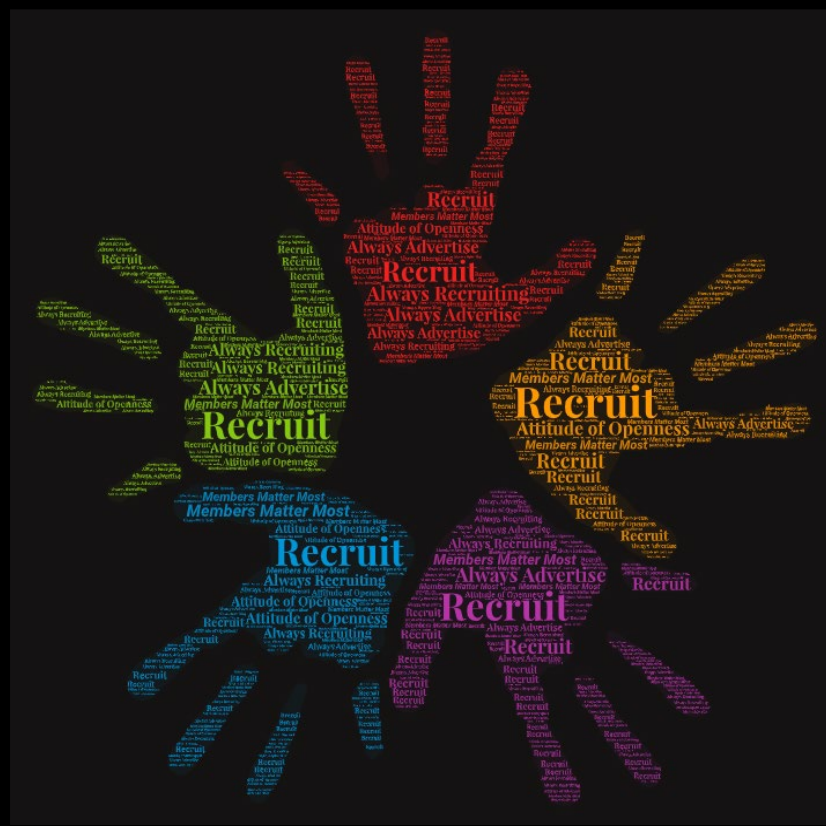




La Serie de las 3-R
Reclutar - Conservar - Revitalizar

NGC Membership Construction Crew
Equipo de construcción de membresía



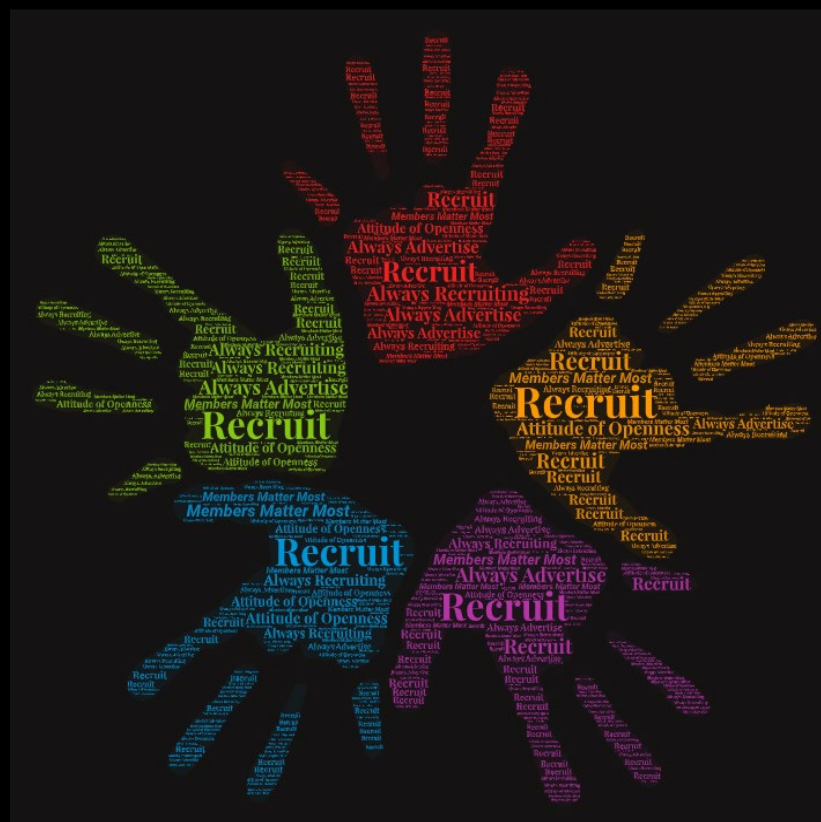
NAME

MUTE

CHAT

PROTOCOL

*PROTOCOLO
NOMBRE - INICIALES DEL PAÍS - MICRÓFONO APAGADO -
CHAT*



La Serie de las 3-R
Reclutar - Conservar - Revitalizar

by

NGC Membership Construction Crew
Equipo de construcción de membresía



GARDEN CLUB 2.0

CLUB DE JARDIN 2.0

GARDEN CLUB 2.0

CLUB DE JARDINES 2.0
y
Entidades Afiliadas del NGC



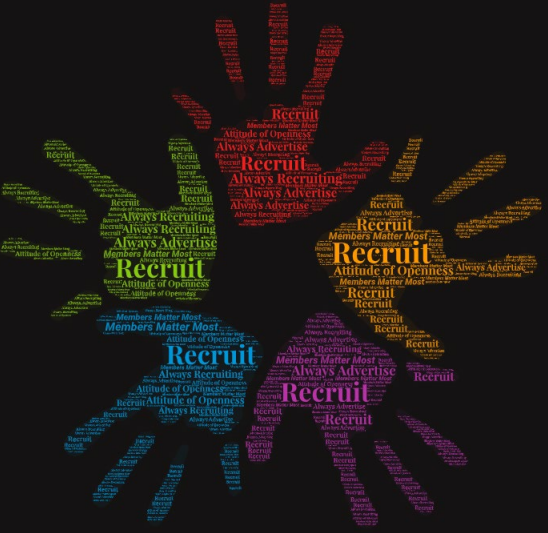
NGC's Membership Construction Crew



ROBIN HAMMER
BONNIE STOCKEL
DIANE DAWSON

IDALIA AGUILAR
TRISH BENDER
MONICA HANSEN
DIANE HARBIN
GAIL CORLE MANNA
CHERYL OBEDIENTE
GAYE STEWART





RECRUIT

RECLUTE

Attitude of Openness!

Mantenga Actitud de Aceptación

Always be Recruiting!

Siempre este Reclutando

All-ways Advertise!

Siempre Anunciese!





Attitude of Openness

**HOST A PROGRAM
OPEN TO PUBLIC +
FOLLOW-UP WITH
ATTENDEES!**

**INCLUSION + OPENNESS—
ALL ARE WELCOME!**

JOIN US!

INVITE!

INVITE!

INVITE!

MAKE IT FUN + PLAY OUTSIDE!

**Promueva una actitud de apertura, ofresca programas al publico,
invite, incluya a todos y diviértanse jugando afuera al aire libre.**





Attitude of Openness

Make Members Feel Welcome!

Refresher--for current members!

Name Tags!

Orientation--for new members!

Introduce People!

Greeters!

Actitud de Aceptación: Donde todos son bienvenidos, presente a los nuevos asociados, orientelos, use gafetes con nombres.





Attitude of Openness

To Attract—Be Attractive!

Be Flexible!

UPDATE! RENEW! REFRESH!

Reflect Your Club Policies TODAY!

Actitud de Aceptación: Para atraer, sea atractiva, flexible, actualícese, renueva, refleje las normas de su organización.





Always be Recruiting



EVERYONE
is an
Ambassador

¡Todos somos Embajadores!





Always be Recruiting



Siempre este Reclutando así crecemos.





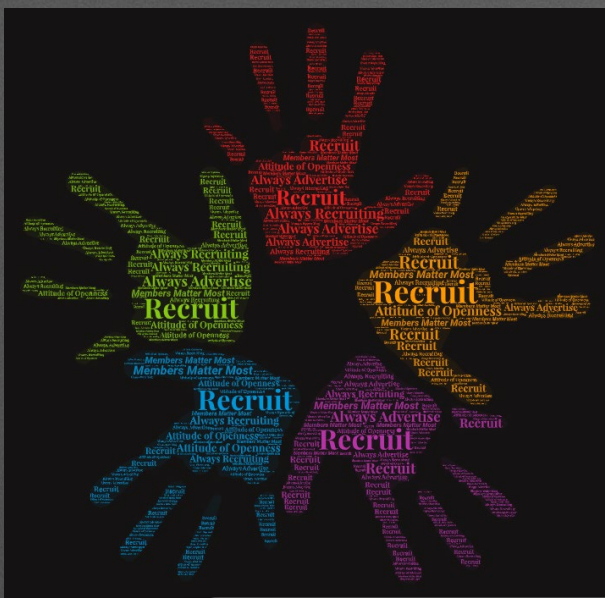
Always be Recruiting



THINK outside the box

Siempre este Reclutando....salga de la caja.





FORM A NEW CLUB

¡Forma un Club nuevo!

1. INVITE – GIVE A SALES PITCH

INVITE – DE UN DISCURSO DE VENTA

2. 1ST MEETING - START ORGANIZING

PRIMERA REUNION - COMIENZE ORGANIZANDO

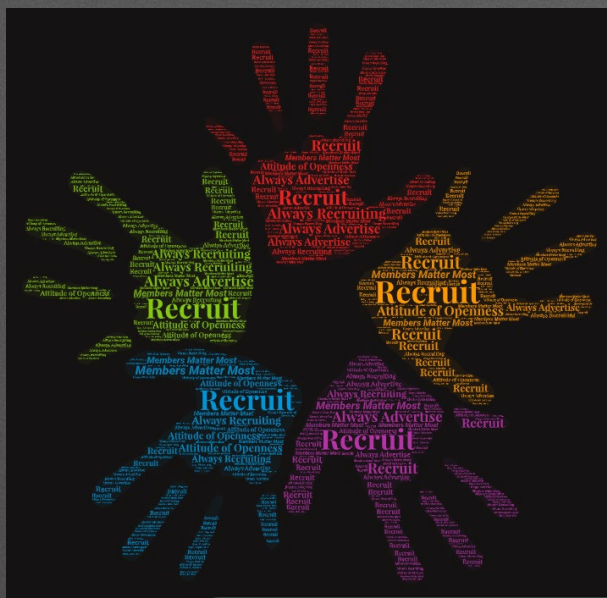
3. 2ND MEETING – MAKE IT OFFICIAL

SEGUNDA REUNIÓN - HAGALO OFICIAL

4. SEND IN DUES TO STATE

COMUNIQUESE y ENVÍE LA CUOTA AL NGC





Share the love of gardening

Share our good works



[illegible]

A photograph of a young girl with curly hair and an older woman in a greenhouse. The girl is smiling and holding a small plant. The woman is also smiling and looking at the plant. They are surrounded by lush green plants. The image is partially covered by a green geometric overlay on the right side.

- ▶ Print and Social Media
- ▶ Community Outreach
- ▶ Don't forget DEI
- ▶ Play Outdoors!

All-ways Advertise

Imprima trifolios, indique los beneficios academicos, publique boletines, incluya anuncios publicos, escriba a los editores de publicaciones locales.



Traditional -Print

- ▶ Create brochures promoting the benefits of joining your club, highlight educational programs
- ▶ One page bulletins or flyers and post at local businesses
- ▶ Get to know staff writers on your local newspaper
- ▶ Submit Letters to the Editor





All-ways Advertise

Use los medios sociales como Facebook, fomente una presencia de su organizacion y la importancia de Clubes de Jardines.

Social Media

- ▶ Extend the awareness of garden club using social media to find new members where they are at.
- ▶ Get on Facebook
- ▶ Check out other social media outlets when it makes sense for your local club



All-ways Advertise

Comuniquese con su comunidad, informe de su calendario de actividades, participe en organizaciones locales como los Rotarios, en desfiles locales y actividades locales. Imprima camisetas o gorras que les identifique!



Community Outreach

- ▶ Submit club information to local directories and community calendars
- ▶ Ask to speak at local community meetings (Rotary, Chamber of Commerce)
- ▶ Participate in parades, farmer's markets and other town events
- ▶ Reach out! Wear your T shirts, post signs when your clubs are doing community work, garden walks, and flower shows





All-ways Advertise

Promueva un ambiente cordial. Practique la Diversidad, Equidad e Inclusión, incluyendo a a todos, para así engrandecer el NGC (DEI)

Don't forget Diversity, Equity and Inclusion

- ▶ Providing an environment where all people are WELCOME
- ▶ Diversity provides a variety of points of view that will make NGC better
- ▶ DEI is a term used to describe policies and programs that promote the representation and participation of different groups of individuals, including people of different ages, races, ethnicities, abilities and disabilities, genders, religions, cultures and sexual orientations



All-ways Advertise

Siempre Anunciese y diviértanse. No olviden de incluir a todos (DEI) !



Have fun! (to review)



- ▶ Always advertise in print and social media
- ▶ Always advertise by community outreach
- ▶ Don't forget DEI
- ▶ And, have fun and play outdoors !!!



Recap to remember

Repita y repita para que lo recuerden

2ND MONDAY

OF EACH MONTH



*Estaremos con ustedes
los segundos lunes de cada mes.*



Proxima Reunion

December 13th

2 PM EDT

Membership Mondays



National Garden Clubs
OFFICIAL WEBSITE



LOOK FOR THIS EMAIL

Obtenga, Archive y use este email

GIVE AWAY



PLANT
AMERICA

National Garden Clubs



QUESTIONS & ANSWERS

Preguntas y Respuestas

MONICA HANSEN & DIANE HARBIN