

Back to basics ATTRACTING AND KEEPING NEW MEMBERS

- Appoint an enthusiastic and active member to be your Membership Chairperson.
- Ask your local newspaper to run a feature story on roses, local rose gardens or an interesting rose society member. Contribute articles on roses.
- Contribute to your local educational channel when it has a fund drive. Donate rosebushes and offer free planting by members of the society.
- Encourage Consulting Rosarians to give talks and programs to garden clubs, civic clubs or on local radio talk shows. Invite those attending to visit the rose society and mail them a complimentary copy of your bulletin.
- Publicize availability of Consulting Rosarian service to help non-member rose growers.
- Have an information table at your events, show/exhibition staffed by Consulting Rosarians who will answer questions about rose care and problems.
- Have rose care question-and-answer booths in various locations, such as nurseries and at local garden events.
- Set up a colorful, attractive display booth at the county fair or home and garden exposition. Man the booth with friendly, helpful people from your society who will give educational advice on roses.
- Have a rose show or display (exhibition), and hold it in a mall, public garden or garden center where large numbers of people will attend. http://www.ars.org/Members_Only/wb-SectionVI.pdf
- Make your rose show an open show with classes and awards for the general public. Have a novice section.
- At the rose show, put up a sign “Free Drawing for Rose Bush”. Contact everyone who enters his or her name and send literature and an invitation to a meeting.
- Take roses to work. Talk to co-workers and others to interest them in rose growing. Invite them to your meetings.
- Take roses to banks or stores. Include a card with your society’s name, along with when and where you meet on the card.
- Publish a list of rose varieties that will grow well in your area and include disease resistant varieties in the listing. Distribute the listing at society events and at local nurseries together with information on how to join your society & ARS.
- Prepare an informational brochure about your society and include information on rose selection and rose culture tips. Distribute at all events.
- Buy rose books for donation to the library. Inscribe the books to show they are donated by your society and include the telephone numbers of your Consulting Rosarians, and when and where your society meets.
- Donate an ARS Library Subscription to your local library. The subscription will provide American Rose magazine to the library. Contact ARS headquarters for details.
- Raise money and attract new members by selling chances on “Win a Rose Garden” with material and labor to be supplied by society members.
- Create and maintain a public garden in your community. You’ll receive great publicity and new members, especially if the gardens are well maintained.

- Sponsor an Open Garden Tour of several members' gardens. The public enjoys seeing homes with roses in a garden setting. Make sure your local newspaper and other media carry the story.
- Organize a field trip and invite the public. Make a profit, have fun and attract new members.
- Have society members take turns going to local nurseries to help give rose information and literature to customers. Nurseries may want to advertise.
- Make the names and phone numbers of your Consulting Rosarians available to your local nurseries, so they can give them to anyone who has a problem with roses.
- Hold an annual pruning demonstration at local nurseries and/or the public rose garden. Advertise. Use hands-on approach if possible. Provide free coffee. Have society literature and membership applications available for your society and the ARS.
- Send a complimentary bulletin or notice of your monthly meetings to all known rose growers in the area.
- Print the names of guests in your newsletter and send them a complimentary copy.
- Consider a special introductory rate for first year's dues.
- Keep any business discussed at membership meetings to a minimum of no more than 10 minutes. Make announcements of plans and events. Society business should be conducted at Board meetings only to avoid losing the interest of those attending.
- Volunteer at your local botanical garden. Have your members wear name tags indicating the Society name. The members should be available to answer the public's rose questions. Have printed information available on joining the society and the ARS.
- Provide an information table on advantages of ARS membership at your meetings.
- Maintain a list of local suppliers, and where to obtain needed supplies.
- Provide transportation for members who can't drive to meetings.
- Give door prizes at meetings. Offer plant exchanges, including rosebushes.
- Reward members who go above and beyond by offering the ARS Bronze Medal, which is the highest ARS honor that can be given for outstanding Local Society contributions. Create additional ways of recognizing special service such as "Member of the Month."
- Growing roses and all the activities that accompany your involvement with the hobby should be enjoyable. Make it fun to be a member of your local rose society.
- Share your best ideas with us. We'll pass them along to the other local societies across the country.

by the ARS Local Society Relations Committee