



*The American Rose Society*  
**GUIDELINES FOR  
ROSE SOCIETY LEADERS**

Produced for ARS Affiliate Societies by the  
ARS Local Society Relations Committee  
and the  
ARS Membership-Marketing Department  
1999  
REVISED 2008

**III**  
**MARKETING AND  
MEMBERSHIP  
PROMOTION**

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## IN THIS SECTION

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### III. MARKETING AND MEMBERSHIP PROMOTION

Where Do We Go For Help?

How to Custom Fit Your Local Society

Rose Society Sample Survey

How to Increase Your Renewal Rate

Suggested Letter of Renewal

- Local Society
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Suggested Letter to Prospective Member

To The Membership Chair: How to Sell Membership

Back to Basics: Attracting and Keeping New Members

Please make duplicates of forms as needed.  
Leave originals in "Guidelines" for future reference.

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AMERICAN ROSE SOCIETY HEADQUARTERS:

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OFFICE HOURS: 8:00 a.m. to 5:00 p.m. CST, Monday – Friday; closed 12:00 noon-1:00 lunch

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## ***Membership:* WHERE DO WE GO FOR HELP?**

Recruiting new members and retaining existing members is a challenging task.

This section of the Guideline for Rose Society Leaders offers some ideas for gaining and retaining new members which have worked for others. The section will be supplemented from time to time. Society Leaders are also encouraged to read *ARS & You* for ideas and suggestions on local society membership issues and discussions on problem solving. *ARS & You* is a monthly e-publication from the Local Society Relations Committee.

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## ***Membership:* SUPPORT NETWORK**

### **AMERICAN ROSE SOCIETY MARKETING AND MEMBERSHIP COMMITTEE**

The ARS President appoints a national Marketing and Membership Chairperson, who in turn invites a small group of interested, informed, and creative persons to serve on the committee. The term of the committee is three years to run concurrently with the term of the ARS Officers and Directors.

The role of the ARS Marketing and Membership Committee is to work to increase membership; address issues of membership in the national organization, and to provide a network of assistance to serve members in our local affiliate societies.

The national committee will work with the ARS staff and the District Membership Representatives to share ideas, and to pass along information from the national Marketing and Membership Committee to the affiliate societies through their Society Membership Chairpersons.

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### **DISTRICT MEMBERSHIP REPRESENTATIVES**

Each District Director (there are 18) in the American Rose Society appoints a District Membership Representative who serves with the national Marketing and Membership Committee and who works with the membership chairman of each local rose society in the district. The term of the committee is three years to run concurrently with the term of the ARS Officers and Directors.

District Membership Representatives communicate frequently with the National Marketing and Membership Chairman and Committee. They participate in exchanges of ideas; pass along ideas from the national committee *to* the affiliate societies, and share ideas *from* the affiliate societies with the national committee.

The District Representatives are encouraged to provide articles for their district bulletin, and to provide programs on membership and membership issues at district meetings at least once per year.

District Representatives work with their District Directors to periodically gather discussion groups for the purpose of exchanging ideas.

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## **LOCAL SOCIETY MEMBERSHIP CHAIRMAN**

Each Local Rose Society appoints a Chairman of Membership. Ideally, the term is for three years, but can be any length of time subject to the society's bylaws or policies.

The Chairman of Membership for a local society is the contact for his/her society for the transmission of information and suggestions from the District Membership Representative and the ARS Marketing and Membership Committee.

The Local Society Membership Chairman seeks ways to increase membership in the local society, working within the bylaws of that society and at the wishes of its members. Duties might be to insure that membership information is available at all society functions; invite new members to join; remind members to renew; initiate contests to gain new members; write articles on the value of rose society membership; and other activities as the Chairman or the society may suggest.

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