

The purpose of this presentation is to share ‘what works’ from many ARS chapters who have great solutions for growing membership and keeping them. There are so many other possibilities. If you will take a moment to review the presentation below and look at the Chapters’ input, you will most likely find some viable ideas for your chapter.

Sharing information between chapters can be done in so many ways, i.e. chapter newsletters, work of mouth, the Internet, conferences and conventions, attending other chapter meeting, and the list goes on.

I hope this information will be of value to you! I’m always interested in learning what works for you. Please share!

Keep blooming!

Shirley Rock,
ARS Membership Chair

What Works

Growing and Maintaining Membership

By Shirley Rock
ARS Membership

Introduction

- There are two considerations for membership, i.e. getting new members and keeping them. We usually work at gaining new members and sometimes drop the ball on the current members.
- The following presentation holds no silver bullets.
- What you will see are obvious programs.

Why visit, join and or belong to a rhododendron chapter?

- Learn
- Social
- New gardener
- More time now, maybe new retiree
- Curiosity
- Continue Learning
- Where to find those rare plants
- ARS quarterly journal – Tips for Beginners

ARS Invitation to join

- How to use this brochure
- Where to display it
- Have available at projects where the public participates
- Where to obtain the brochures



R. 'Naselle' R. 'Hampton Beauty' R. 'prinophyllum'

The American Rhododendron Society is incorporated as a non-profit organization under Internal Revenue Service Form 501-C3. Its objectives are:

- To disseminate information about rhododendrons and azaleas.
- To operate test and display gardens.
- To register names of the new hybrids under the International Code of Nomenclature.
- To encourage and develop, in all possible ways, interest in the growing and culture of rhododendrons and azaleas.

American Rhododendron Society
PO Box 525
Niagara Falls, NY 14304-0525
www.rhododendron.org

This brochure is proudly sponsored by:
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This application distributed by:

Photos courtesy Harold Greer, Sandra F. McDonald, Eleanor Philp and Don S. Wallace.

*An Invitation
to the Wonderful World of
Rhododendrons & Azaleas*



R. 'Frontier' R. 'allicola' R. 'Ramapo' R. 'Dexter's Appleblossom' R. 'calendulaceum' R. 'pachysanthum'

**AMERICAN
RHODODENDRON
SOCIETY**

Where to get the brochures

- Contact Harold Greer via phone or e-mail
- Phone 541-656-8266 or
- E-mail hgreer@greergardens.com
- Pay for postage
- Receive the brochures

The following are samples of various chapter activities

- Gains exposure for the chapter
- Attracts new members
- Fun for existing members

Invite the public...Tacoma Chapter



Cascade Chapter Show and Plant Sale at the Bellevue Botanical Gardens, Bellevue, WA



Mason Dixon Chapter Truss Show



6/30/2015

New York Chapter – truss competition



Plant sale by Valley Forge Chapter – find that special plant that you can't find any where else.



Eureka Chapter – Tufa pots



Mason Dixon Chapter learning to take cuttings



KYLE NOSAL/STAFF PHOTO
Lou Reichart, right, shows Betsy Herrmann, left, and L.B. Boyce how to seal an azalea hardwood cutting with duct tape and a plastic bag at Saturday's Mason-Dixon Chapter of American Rhododendron Society meeting in Glen Arm.

Scottish Chapter - propagation



Grow new plants from cuttings Involve the youth! Massachusetts Chapter



District 9 potting cuttings for convention.



Learn about rhody pests



Get as involved as you want - ARS Gold Medal – Kenneth Cox Scottish Chapter





Scottish Chapter
visiting Heaselands,
England.

Learn to differentiate:
Castle Kennedy, Scotland – identification of *R.
hookeri* - Scottish Chapter



See how your peers display rhododendrons -
Private Garden tours – Tualatin Valley, Portland, Willamette,
Siuslaw, and Eugene Chapters at Jack Olson's – District 4.



See how rhododendrons work with companion plants - Charles Reed Garden Richmond, VA – Mid-Atlantic Chapters



Hybrids started with Species -
Rhododendron Species Foundation –
Federal Way, WA



Eureka Chapter members working at Humboldt Botanical Garden's Temperate Woodland Garden planting plants acquired with ARS Endowment funds.



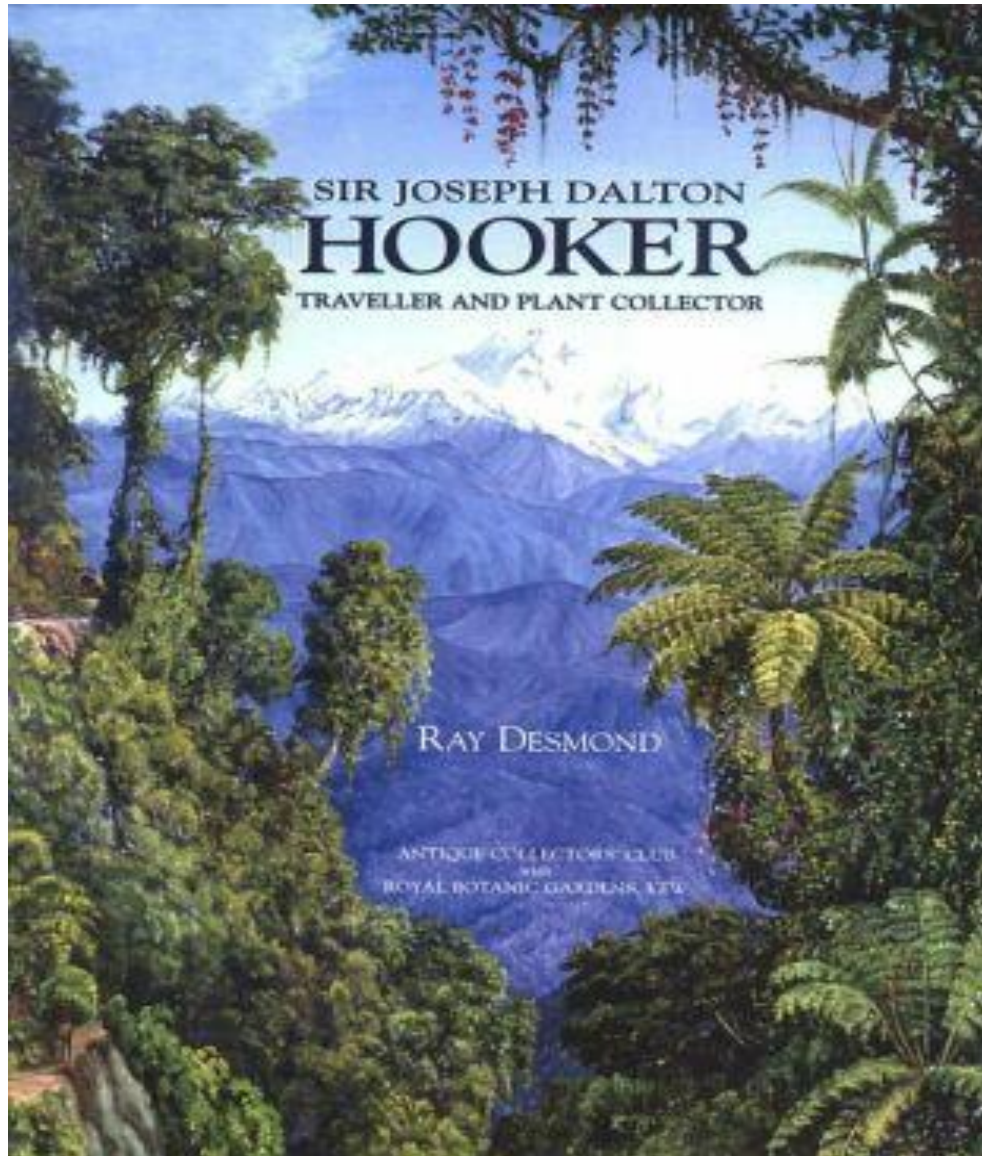
Potomac Valley Chapter field trip to Roan Mountain (Smokey Mts), bordering Virginia, Tennessee, and North Carolina.



Expeditions to find new species in India, Burma, China - Nagaland



Books on the subject



Research – Leach Research Station in Ohio – Midwest Chapters in District 10 – Illinois. Wisconsin. Indiana. Iowa. Michigan. Minnesota. N & S Dakota



Photography – Learn how to take fantastic photos



More possibilities – expand your perspective



Other Program Possibilities

- Four seasons plant program
- Winter protection and repair
- Bonsai
- Container Growing – not everyone has a large yard
- Companion plants

Chapter samples of hard copy

- Business cards with where, when, contact information
- Roster including chapter history, officers, committee chairs and bylaws
- Membership packets
- Interesting newsletters and websites
- So many possibilities...see the rest of the story

Finally

- Keep new members involved
- Remove 'can't', 'won't work', 'we've done that before' from your vocabulary!
- Some new members just naturally get involved – keep them busy!
- Others need to be asked – ask them!
- Notice the difference!

Summary

- A collection by chapter of what has worked to gain and retain members.
- We hope that your chapter can gain success by applying ‘what works’.