

## GROWING A MEMBERSHIP GARDEN

### DECIDE

#### **1. GETTING STARTED**

##### Have a Plan

What to plant.

\*Can we consider new varieties?  
 \*Who is our target market?  
 \*How can we attract them?  
 What's in it for me? WIIFM (e.g. programs linked to AAUW Mission/initiatives, community involvement (making a difference, being valued, personal growth opportunities)

Where the garden will be.

\*How to start? - special event, branch meeting, a community project.  
 \*Are we visible in the community?

Who the gardeners are.

\*Is the branch committed?  
 \*Membership belongs to every member.  
 \*Coordination by branch MVP/Committee.

#### **2. MAINTAINING THE GARDEN**

##### Provide a growth environment

What climate.

\*Do we convey who we are - our mission?  
 \*What is the image we present in our area?

\*Are we welcoming, inclusive?  
 \*Do we make guests want to come back?

\*Is our meeting time/place accessible, convenient? Do we need to change it to meet members needs?

\*Does everyone have an opportunity to get involved?

What soil.

\*Are programs mission-driven?  
 \*Are programs linked to membership and visibility and/or fundraising and advocacy?  
 \*Do we act like we believe in them?  
 \*Is there a community activity?  
 \*Do we support fundraising for the Foundation, Legal Advocacy Fund or Leadership Training Institute?  
 \*Are we visible (recognition)?  
 \*Do we enjoy the time we spend together?

DECIDEASK THESE QUESTIONS2. **MAINTAINING THE GARDEN** *continued***Providing a growth environment**

How to nurture/fertilize.

Feed the seeds not the weeds.

\*Do we identify members' needs, interests?

What are they willing to do?

\*Do we listen to and value ideas, views that are different from our own?

\*Do we connect everyone to AAUW and our Mission?

\*Do we involve everyone in branch activities?

\*Do we support/recognize each other and encourage emerging leaders?

How to control pests.

\*Are we meshing members' needs, skills and available time with activities? Try the "I want, I need, I can" approach.

\*Are we eliminating time wasters and non-value added activities?

\*Are we open to creating new ways to get things done? Are we trying new approaches to leader structures, communications, and branch action projects?

\*Do we mistake activities for branch action and accomplishments?

3. **REAPING THE HARVEST****Enjoy the results.**

How to celebrate successes.

\*Do we enjoy our time together?

\*Do we take time for fun activities?

\*Do we recognize leaders for their accomplishments?

\*Do we celebrate our successes?

\*Do we publicize our accomplishments to gain visibility and credibility?

\*Do we recognize the **impact** of our local actions in bringing women and girls another step closer to equity?