Optimizing Membership

The Florida Native Plant Society
Where Are We?
Florida:

3rd in U.S. Population
Most Golf Courses
Average Density: 350 People per Square Mile
Florida’s Population: 18,801,310

Housing units: 8,989,580

Home Ownership: 60% (5,393,748)

FNPS Members: 3,000 (0.055%)
Retaining Members

• Begins the first day
• Is a continuous effort
Reality Check:

• Retention costs less than recruitment

• For each lost member 2 must be recruited to achieve growth!
How Do We Keep Them?

- Acknowledge Promptly
- Encourage Involvement
- Mentoring
- Provide Quality Activities
- Recognize Contributions
Membership Audits

- Communicate!
- Use member surveys to identify weaknesses
- Contact lapsed members to find out why they didn’t renew
What to Ask:

- Why did you join?
- What activities do you enjoy?
- Were your expectations met?
- Why did you drop?
- What can we do to get you back?
HOW DID YOU FIND FNPS?

WHY DID YOU JOIN?

WHY DO YOU RENEW?

REMEMBER THESE THINGS WHEN RECRUITING
Caring for New Members

- New Member Kit
- New Member Orientation
- New Member Survey
- Committee Involvement
- Mentoring Program
Retaining Long-term Members

- Recognition Programs
- Leadership Roles
- Mentor New Members
- Project Development
- Annual Report
Use Community Events To Engage & Educate
Get Outside!

- Hikes
- Field Trips
- Workshops
- Plant Surveys
- Plant Salvage
- Community Gardens
Promote the FNPS Mission...
Preserving Old Florida...
...for Future Generations!
FNPS Membership Supports the BIG PICTURE!
Credits

Shari Bissett-Clark – text and multiple photos
S. P. Turnipseed – mimosa photo – in their award-winning yard
Shirley Denton – multiple photos
Vince Lamb – photo on community events page