

Santa Clara Valley Chapter

GROWTH & RETENTION BEST PRACTICES

Arvind Kumar, Vice President, CNPS-SCV
Chapter Council, September 12, 2009

CNPS SANTA CLARA VALLEY



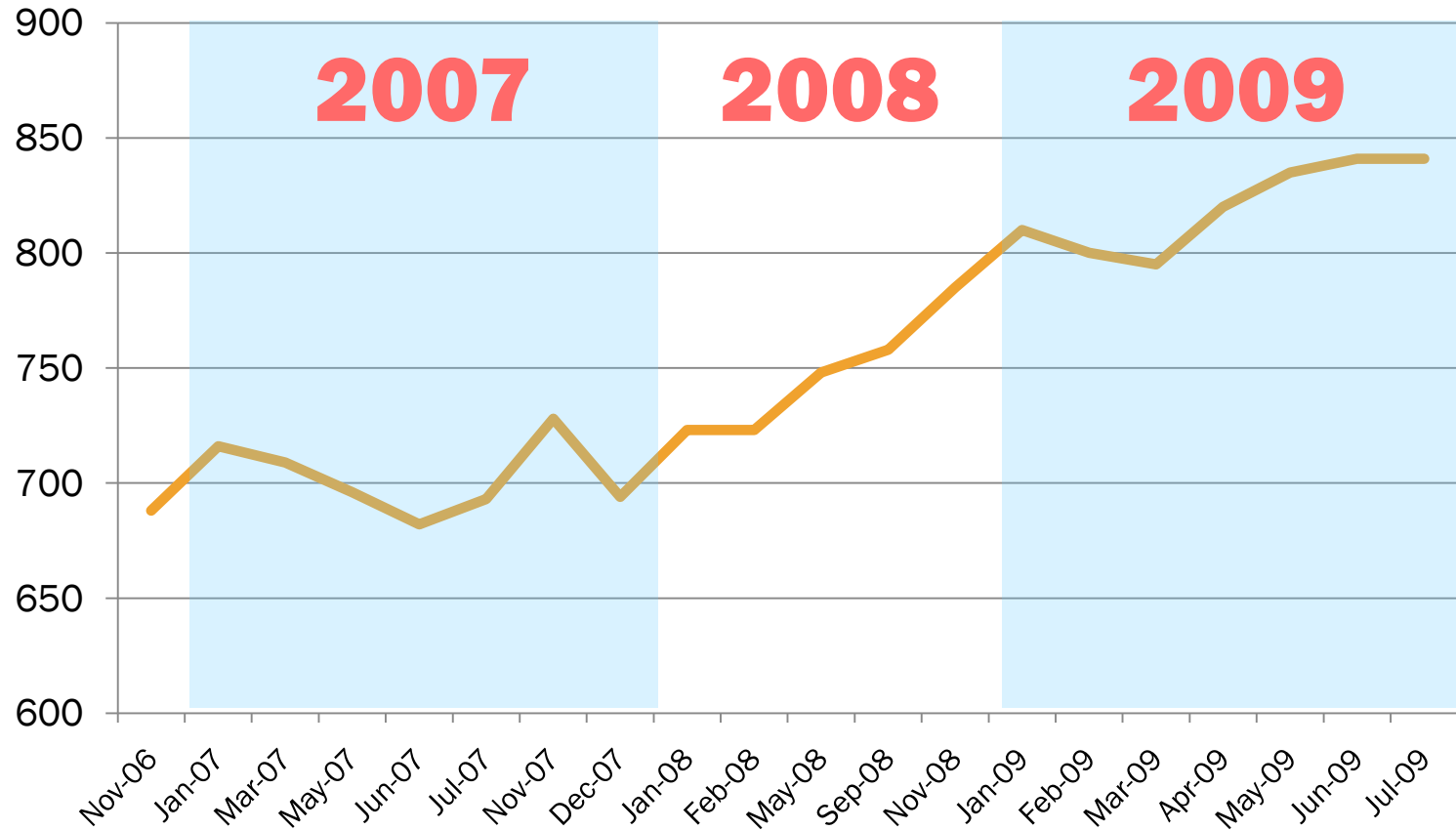
#1 chapter in absolute growth
(88 new members net over 12 months, 11%)



2nd largest chapter
since April 2009

MEMBERSHIP TREND

Santa Clara Valley Chapter Membership



CHAPTER ATTRIBUTES

- ✘ Established 1972
- ✘ Core of long-term, dedicated, reliable volunteers
- ✘ Regional attributes:
 - + Large 2-county area
 - + Dense urban corridor surrounded by large undeveloped natural areas
 - + Education, income levels above state/national average
 - + Multi-ethnic, multi-lingual, many born outside of chapter/state/country

>

HOW WE ATTRACT MEMBERS

- ✘ Activities, Activities, Activities
- ✘ Free and open to the public
- ✘ Listed in local media
- ✘ Outreach through libraries
- ✘ Book table, refreshments, silent auctions, annual potluck
- ✘ Collaborate with sister groups:
Audubon, Sierra Club, Master Gardeners,
Pine Ridge Assn., Friends of EBRPBG, ...

>

ACTIVITIES

<i>Activity</i>	<i>Times/year</i>	<i>Average Attendance</i>
Going Native Garden Tour	1x	> 4,300 registrants > 12,000 garden-visits
Wildflower Show	1x	700-800
Native Plant Sale	2x	200-300
General Meetings	6x	50-100
Gardening With Natives	12-20x	50-100 (> 1100 YTD)
Field Trips	20x	20
Habitat Restoration	90x	5-10 (3,500 vol-hours)
Plant Identification	12x	5-10
Nursery Workdays	60x	4

WELCOME SPIEL

“How many of you are here for the first time? A warm welcome! Please tell us how you heard about today’s event.

“California Native Plant Society is a **44-year-old nonprofit organization**. We have many activities focusing on native plants and the environment. Our meetings are free and open to all.

“If you like today’s program, please **join and support** the organization. Membership forms are at the welcome table.”

CHAPTER MEDIA

- ✘ Bimonthly newsletter
- ✘ 3 websites: chapter, GWN, GNGT
- ✘ 3 mailing lists: chapter, GWN, GNGT
- ✘ **zvents.com**-based web events calendar
 - + Integrates with chapter websites, no coding necessary
 - + Updates appear online instantly
 - + Events appear in local daily paper, other zvents-backed calendars

>



Welcome to the Santa Clara Valley Chapter of the [California Native Plant Society](#). Please read our newsletter [The Blazing Star](#) and visit our [Pressroom](#). Participate in a [field trip](#), learn about [gardening with natives](#), [contact us](#), or [join](#).

Habitat [restoration projects](#).

Native plants in your garden: [Grasses](#) | [Natives for Hummingbird](#) | [Berries for Birds](#) | [Wildlife Garden Tips](#).

PAGE CONTENTS

- [Plant Sales](#)
- [The Blazing Star](#) | [archive](#)
- [Officers & Chairs](#)
- [Book Sales](#)
- [School Programs](#)
- [Field trips](#) | [Reports](#) (examples) | [Forms](#) (administrative)
- [Maps, Driving Instructions](#)
- [Photo Gallery](#)
- [Plant Lists](#)
- [Links: Edgewood](#) | [Coyote Ridge](#) | [SJSU Botany Garden](#), etc.
- [What's in bloom?](#)

NEW MEMBER INFO

1. [History](#)
2. [Activities](#)
3. [Policies](#)
4. [Patterns on the Hills](#)
5. [Parklands](#)
6. [Rare & Endangered](#)
7. [Gardening with Natives](#)
8. [Gardens & Nurseries](#)
9. [Plant Culture Data Sheets](#)
10. [Weeds](#)
11. [Birds & Wildlife](#)

[Contact officers and chairs.](#)

Newsletter submissions: Carol Mattsson, mattsson@surfpix.net, Phone 408/255-3767.

Website: John Rawlings, rawlings@stanford.edu.



CNPS notices by e-mail: We e-mail alerts, last-minute notices, and late-breaking news to our members. If you want to receive such notices contact: judy@fenerty.com. State in the message that you wish to be added to our chapter e-mail distribution list. Blazing Star logo photograph by Lottie Jenvey.

September 2009						
S	M	T	W	T	F	S
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3
4	5	6	7	8	9	10

Saturday, October 3, 2009

California Natives, a talk by Deva Luna
9:00 am-12:00 pm at Mountain View Senior Center

Saturday, October 17, 2009

Native Plant Sale
10:00 am-3:00 pm at Hidden Villa Ranch

Thursday, November 5, 2009

Propagation Methods & Native Seed Exchange
7:00 pm-8:30 pm at ...

RETENTION BEST PRACTICES

- ✘ Timely newsletter
- ✘ Email forum allows members to interact, builds sense of community
- ✘ Lapsed members receive email reminders
- ✘ \$5 off coupon at plant sales
(from *Membership Ideas Handbook*)
- ✘ 10% off books
- ✘ Discounts from local nurseries/businesses
- ✘ Wildflower poster promotion

CROSS-POLLINATION

- ✘ Events promoted to all
- ✘ Chapter leaders a mix of conservationists and gardeners
- ✘ Chapter activities a mix of conservation, gardening, field trips, education, advocacy, etc.
- ✘ Conservation ideas permeate all aspects of chapter activity, including gardening
- ✘ Horticulture an integral part of chapter activities: a source of funds (plant sales), a source of new members
- ✘ Welcoming and nurturing of newbies and their interest in native plants, *whatever it might be*
- ✘ Encourage mixing of people and ideas
- ✘ Inspirational Fellows like Sally Casey and Ken Himes
- ✘ Lead by example

LAST WORDS

Membership growth is a process, a journey, not a destination. Take a step, even a small step, every month/quarter/year.

“It's a job that's never started that takes the longest to finish.” — *J.R.R. Tolkien*

Thank you!