

Sharing the successes of our clubs to help all of us grow stronger.

On May 22, 2023, the American Bonsai Association Sacramento, Phoenix Bonsai Society, Sei Boku Bonsai Kai, Tucson Bonsai Society, and Baikoen Bonsai Kenkyukai, shared their activities and programs that have helped to build membership.

Here's the meeting link:  
<https://www.youtube.com/watch?v=o5Uz6FCbSRY&t=6s>.



## NEW MEMBER RECRUITMENT STRATEGIES SUMMARY



### Six strategies for attracting new members

1. Create a club website that advertises upcoming events; activities for new members and allow people to register/pay for membership online.
2. Be visible at community events – County Fairs, Home & Garden Shows, Garden Sales
3. Advertise your club show in local online newsletters and community calendars, social media, Craigslist, flyers at garden centers, and TV/radio stations.
4. Offer an affordable (\$10-20) beginning bonsai class at your club show.
5. Incorporate a QR Code on all club handouts so people are directed to your club website.
6. Partner with a community group, such as a Japanese Friendship Garden, in order to participate in their events as well as utilize their far-reaching social media followers.



Presence at a Home & Garden Expo



Photo from The Kusamura Club Show

## Retaining your new members

- Promptly send a welcome email to new members to tell them about your club website's features, and introduce them to their area liaison, an experienced member that is their 1:1 connection to the club.
- Offer beginning bonsai classes and monthly workshops with experienced instructors to assist the new members.
- Provide name tags to all new members and encourage them to wear the tags at club events.
- At each meeting, provide opportunities for new members to bring in their own trees and ask the speaker for input/guidance.
- Offer a monthly bonsai care guide specific to your area's climate.



## Include something for everyone

Provide frequent hands-on activities and have experienced members to assist new members.

Offer **Show and Tell** at your meetings – Experienced members bring in their trees to share, teach, and inspire new members.

## Offer cool social activities

**\*\*Annual member bonsai garden tours** with a chartered bus to take members to several out-of-town bonsai nurseries and/or bonsai shows **\*\*Summer potlucks** while several members conduct concurrent demonstrations **\*\*Monthly happy hours** for members to mingle and get to know each other **\*\*New member special hands-on events** with supervised instruction

Annual auctions and consignment sales allow members to sell their trees and new members to purchase materials at affordable prices.