



Leadership is Essential for Long-Term Membership Growth

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The passionate leader strives to grow their leadership skills for they know the organization can't be better than the leadership. They endeavor to build an ever-expanding team to grow the group. They realize they will never quit growing if the group is to succeed.



Leadership Tip of the Month

Speaking

Occasionally, every leader gets called on to address a group out of courtesy. These are the moments that you can stand out from the average leader. There are three basic elements you need to remember.

First, have a positive message. Don't just thank the group for their hospitality and your warm reception. Impart some exciting new information, share your uplifting vision for the organization, or inspire the audience to reach for their full potential. No matter what, end your message in an uplifting and positive fashion.

Second, let your excitement show. Be thrilled to have the opportunity to share your positive message and you will stand out from the crowd. After all, there will be times that the presiding officer may forget to call upon you. When you have the opportunity to share your message, be sure to smile and be enthused.

Third, be brief. Know that in courtesy situations, that less is more. Share your message, thank the group, and leave them wanting more. Learn to keep your comments lean, and people will not groan in dreaded anticipation when you are called upon.

Always be ready with your short positive and exciting message and if you are not called upon, smile and be ready for the next time.

Membership Tip of the Month

Membership recruitment should be a team activity

I've seen a lot of members who were successful in recruiting new members. I've also seen many more who just stood around and watched. The organizations that are the most successful are the ones who get most of their members involved in the process.

Each member should have a role to play in the process of recruiting new members. The gregarious and friendly members will become the ones who bring the potential new member into the group. But then different members will take up the responsibility of making them feel welcome. They will greet the new member and introduce them to the rest of the group. They will make sure that every new visitor or member feels welcome.

Some members will become mentors for new members and help them learn and navigate the traditions and rituals of the group. Other members may just invite them to sit with them to share a cup of coffee. The process of incorporating a new member in your group has many roles for your members.

The reason for building a team attitude towards membership recruitment is simply that the goal is to have new members active and involved. There is nothing sadder than to see a group take in new members and at the end of that year to see them dropped from the membership rolls.

Every member has a role to play in the process of membership development. Build your group into a team that welcomes and involves every new member to the level that they need.

Extra

Wonder

Wonder is such a beautiful state of mind

To look at something in awe when you find

To see with freshness the simplest form of creation

Having for that moment your complete attention

To marvel at the complexity of the world around

A lifetime isn't enough for the depths to sound

Where does that spark of creativity begin with mankind

What drives us to strive to create with hands and mind

Yet the greatest wonder of all that I see in life

The attraction of the heart, in spite of all the strife

May I never grow too old to lose that sense of wonder

Or that once found, true love is never torn asunder

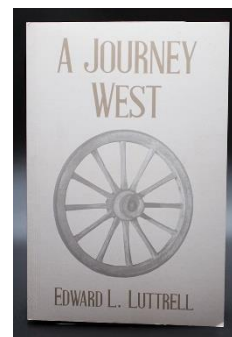
Consulting and Assistance

Ed offers Leadership and Membership consulting and training.

Workshops, presentations, and speeches to suit your needs.

Western Available on Amazon

A Journey West is the story of Martha and Jasper Mason as they seek a home in the rugged west. The couple strengthens each other as they face the challenges of finding a community to call home.



Also available in print: *Farm Grown Leadership* (an exploration of the traits every leader should have) and *Searching for God* (Evidence, questions and observations about the existence of God)