



Leadership is Essential for Long-Term Membership Growth

Volume 1, Issue 12 – November 2023
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Anyone can be, or become, a passionate leader in their organization.

This is the 12th issue of the Passionate Leader E-Newsletter. If you have found this to be educational and enjoyable, share free publication with someone. If you can visualize how this could be better, send Ed an email.



Leadership Tip of the Month

Be Gracious

It never feels good to lose. However, when you do lose an argument, a job, a vote, or an election it is important to be gracious. It's easy to be gracious when you win but much harder when you are filled with disappointment or anger due to a loss.

Recently, I along with all my fellow sales ambassadors were laid off without warning due to financial issues. I was already working at an event when I got the call. The other members of the sales team advised me to just walk away from the event and the company booth. Instead, I remained on site doing my best to represent the company in a positive light until I could pack up the tables and gear without impacting the event. I wasn't happy about losing my job or having to spend a day representing a company that had just laid me off, but I was determined to be gracious. The public only saw a smiling ambassador, the event organizers saw a company interacting with attendees, and the company saw an employee who kept their word to return the event gear to the proper place. Maybe nobody cared about these things, but doing the right thing and being gracious was important to me.

Being gracious means minding your tongue, keeping a pleasant look on your face, and doing what you know is the right thing. You do these things when you have lost an election and have to introduce the winner, when you lose the vote on an important issue, or when you are replaced in a position you love by a new administration. It may be opportunities that you desire to take advantage of, and someone refuses to give you the chance to be on that team.

Every leader will encounter one or more of the situations outlined above and be faced with how to deal with it. It is okay to be angry, frustrated, or disappointed, but it is essential that you are gracious when life doesn't go your way to set the example to others.

Membership Tip of the Month

Remember What It Is All About

When you are representing your organization to others, it is important to remember what it is all about. You are not looking for a new secretary or other officer for your group. You aren't look for fresh healthy hands and backs to aid you in your fundraising efforts. And most definitely, you are not looking for an increase in the number of members. Instead of these things, you are looking for potential members who share a desire to be part of your organizations mission.

It doesn't matter if your group's mission is educational, service, advocacy or creating social connections. If you recruit members on the basis of the mission, then all the other things you might want are possible. When members are passionate about an organization, they are more willing to step up to leadership, give of their time, skills, and treasure, and to share the opportunities of membership to their friends and family.

It is too easy to forget the mission of the organization when you need new leadership or are faced with financial challenges. I've seen it over and over, where the local group becomes focused on their perceived immediate needs and don't understand why they are having difficulties in recruiting.

It is critical that you and your fellow members understand that when you recruit using the mission of your group as the core of your efforts, the rest will fall into place. Remember what your organization is all about.

Extra

Power of Words

Words can cause tears to fall from the eyes
Beating hearts can be rent and broken with them
Shaky confidence can be destroyed with careless intent

I care

Words can release healing tears from battered hearts
Gaping holes full of pain can begin to heal with one
Fear can be relieved when reassurance is given

I love

Words that empower the soul to risk pain again
That create new beginnings for an unknown future
The sharing of pleasure and a blissful moment

I desire

Words that submit your heart to someone special
The action that those words create to emphasize
To inflame the body while touching the soul

You

Consulting and Assistance

Ed offers Leadership and Membership consulting and training.
Workshops, presentations, and speeches to suit your needs.



Ed's YouTube Channel

Visit Ed's YouTube Channel at <https://www.youtube.com/@edwardluttrell2736/>

There are videos on Leadership and Membership as well as Grange history and creative writing.

Books Available on Amazon

Stumped on holiday gifts? Pick one of Ed's Books for that special person.

Farm Grown Leadership (explores the necessary traits of a leader through stories drawn from the author's life on the farm, in 4-H, FFA, and Grange). A Journey West (an exciting western) and Searching for God (Evidence, questions and observations about the existence of God)