



## Leadership is Essential for Long-Term Membership Growth

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**The passionate leader is a person who puts the health of the organization over their own agenda. They understand the mission and goals of the group and fully support those fundamental elements.**



## Leadership Tip of the Month

### Become a Wordsmith

Most leaders need to become a wordsmith...not really, but you need to seem to be one. Writing articles, letters, or even op-ed articles are common activities for many leaders. Your writing should bring credit to both you and your organization.

The first thing to do is find at least one proofreader. A proofreader looks for errors in your writing. Misspellings, grammar errors, incorrect words, different tenses, and awkward sentences are things a proofreader searches for. One fact you need to remember is that it is very difficult to proofread your own work. Having two proofreaders is even better as it puts more eyes on your writing.

The next person you may need is someone with expertise in the area you're writing in. As an example, I've always sought to have input from someone who knew a great deal about the topic I was writing on. There is nothing wrong with getting input from others and it is easier to put their thoughts into your own words that struggling to be coherent on a topic that you don't know much about.

Having someone who will give you their opinion of what you've written is a benefit to you. Someone who will critique your writing and question what you're trying to say is important.

When you as a leader need to write for someone else, the additional challenge is to channel the writing style of the person you are writing for. Remember that in this situation, your words will be attributed to the person you are helping by writing, so try to write in their style.

As a leader, you need to build a team that allows you to seem to be a wordsmith. Even if you have the skill of a wordsmith, your writing will be better with a team backing you up.

## **Membership Tip of the Month**

### **Have Patience**

When it comes to membership recruitment, revitalization, or new organizations the most important virtue to have is patience. No one likes high pressure salesmen and while they are often successful, their success can be fleeting. You don't want those who join your organization to develop a case of buyer's remorse later.

Patience is critical for membership recruitment as that potential member is going to decide to join on his or her own time. You can offer encouragement, you can share all the benefits to joining, but ultimately it is the decision of the person to join your organization. If you try to force them to join now, they may feel pressured and refuse.

When you are revitalizing a local unit, it is critical to have patience. If the existing members are open to the idea, you're going to have to find out what they feel is needed and important, and what kind of activities they desire to do to become more attractive to their community. You can't rush those existing members and once you begin, you don't know how long it will take before new blood shows up to be part of the organization.

When organizing a new unit, you never know how quickly you will find those sparkplug types

who will aid you in a successful organization. It is important that you do not rush the project as your goal should be a long-term successful new part of your organization. Patience is critical just as much as follow-up is for every bit of success.

If you develop patience in membership development, you will have learned a great lesson.

## **Extra**

### **Coffee**

The sound of the stiff paper filter crinkling as it is placed in the basket. Seeing the paper change color wherever it touches drops of water in the freshly rinsed basket.

The sound of coffee beans tumbling from the storage canister into the coffee grinder. Then the high-pitched whirling as the hard beans disintegrate into ground coffee. The light catching the dark grounds as they are poured into the waiting paper filter.

Hitting the start button and waiting for that first gurgle as boiling water is expelled into the waiting grounds. In moments, the fresh strong aroma of coffee invades your nostrils and your heart races in anticipation of the delicious hot brew that awaits your mouth.

That first sip, so rich and aromatic in smell, so invigorating as the taste is infused into your mouth. The almost sensual pleasure of that first sip of rich coffee bring pleasure and contentment to the coffee addict.

## 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/>

**Look for his brief talk at the National Grange Convention, as well as videos on Leadership and Membership. Videos on Grange history and creative writing are also there.**

## 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)