



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

Workshops

As a leader, you will undoubtedly be called upon to do workshops on various topics. There are three basic points this tip will touch upon.

You are delivering the message in your capacity as a leader. Your members want to hear what you have to tell them, so focus on the topic. Let your personal style shine through. Every presenter is unique, so smile and let your audience know that they can enjoy your

presentation. Don't make your session about you, but let your personality be a part of the presentation. This is your opportunity to make the workshop yours.

Keep it simple and let your voice and gestures be the primary method of communicating. Make sure that props and tools are used to reinforce your message, not to carry the bulk of the communication. When using Powerpoint or other similar tools, only use bullet points and highlights. Avoid putting the bulk of your presentation in writing on the slides. Keep it simple and your audience will remember the important points of your workshop.

Involve your audience. In some cases you will facilitate the audience to be a part of your interactive workshop. In others you may only be able to only ask rhetorical questions or incorporate a joke that brings smiles to their faces. The more you bring the audience into your presentation, the more they will gain from your workshop.

To improve your workshops, put these three points into practice and your workshops will be more memorable and useful to your members.

Membership Tip of the Month

Fill Their Need

If you want new members, remember that for them, it is what is in it for me. Their specific need could be one of a myriad needs, and your challenge is to identify their needs and provide the solution your group offers to them.

Listen to what the prospective member says, as they may reveal what their needs are in daily conversation. Ask them leading questions that encourage them to share their concerns and thoughts.

The important portion of filling their need is to actually be focused on sharing how your organization will help fill their needs. Don't make the mistake of sharing only what you find fulfilling about the organization or the printed talking points in the brochures.

Remember not to promise what you and your organization can't deliver, as you want long-term members. Look at what your group does, and think of how you can fill the prospective member's needs.

Extra

Wish

I wish that pain was but a fairy tale
Instead in agony I hear a lonely wail

Wishing that the angels would grant peace
But mankind's earthly strife shall never cease

Many things that my heart makes a wish for
But it is in actions that life gives wings to soar

I allow my heart to dream and wish
Yet my mind does suppress and squish

What I lay my hands on and bend to my will
Can become real in life and create a thrill

It is the insubstantial material of dreams
That pleasant hopes become the themes

I dare to allow my lonely heart to hope
Rational thought allows me to cope

The foolishness of wishes I understand
But I do love the dreams so very grand

Dear God, give me the strength I plead
Not to lose faith in heartfelt wishes indeed

Consulting and Assistance

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

Leadership Book Available on Amazon



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.

Also available in print: A Journey West (an exciting western) and Searching for God (Evidence, questions and observations about the existence of God)