



## Leadership is Essential for Long-Term Membership Growth

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**Anyone can be, or become, a passionate leader in their organization.**

**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 in the group is to succeed.**



### Leadership Tip of the Month

#### Stand Up

How many meetings have you attended when most of those who speak during the meeting remain seated? Be a leader, and when you speak at your meeting, stand up. There are several

reasons to simply stand up when you share your opinion or perform your duties during the meeting.

When you stand, it draws the attention of the audience to you, and tends to stop any conversations that may be going on. Standing gives you the opportunity to be the center of attention while you speak.

Psychologically, standing gives you an advantage in a seated group. You command attention before you even open your mouth. Every good speaker uses simple techniques like standing to get and keep the attention of their audience.

You will be more easily heard when you speak while standing. Your voice carries better when it is above your audience and standing lets you be a little louder than when you are seated. Increase the chance that your message or discussion will be understood by standing.

If your organization has developed the bad habit of talking while seated, start standing when you speak and set a positive example.

## **Membership Tip of the Month**

### **Social and Electronic Media**

There are so many ways to reach out to prospective members. While the best and most successful method is one on one in person contact by your membership, in today's busy world social media has its place.

The one lesson each organization needs to remember is that there are many ways to reach out and share your group with prospective members. An additional benefit is that you create a public image that can generate funds and help from those who will never become a member.

Websites are fairly static and are there whenever a person wants to visit it. QR codes, brochures, and business cards can direct people to your website. Websites can also serve as the base or foundation of your communication efforts by giving your members a common message for their efforts.

There are many social media platforms. Facebook, Twitter, Instagram, and so many more are available for your organization to get their message, events, and activities out to the public. The successful use of social media platforms requires regular and interesting posts that your members can share and repeat in their own words.

One trap that many organizations fall into is that they find many of their members using one social media platform and do not explore using other platforms. Remember that membership recruitment is one of the goals to using social media.

Be creative and utilize your members' talents to expand your electronic and social media presence in order to grow your organization in new ways.

## **Extra**

### **The Journey**

The path we trek during life is often steep,  
always uphill we trudge and toil,  
the wondrous joys we share and reap,  
are the result of both people and soil.

The path never slopes down the long hill,  
as then we'd never build the muscle,  
to exercise the might that comes from will,  
to engage and then win each tussle.

The easy places on our trip are gentle slopes,  
where friends and family celebrate with us,  
together we march forward with dreams and hopes,  
in strife and pain they may carry you with no fuss.

The day our climb stops is the day of our end,  
the struggle shall be over and cease,  
We'll finally see what awaits around the bend,  
and then we'll take our ease.

Until that day arrives the next step beckons,  
the challenges of this path are many  
we'll walk together toward the heavens,  
offering helping hands to any.

## Consulting and Assistance

Ed offers Leadership and Membership consulting and training.

Workshops, presentations, and speeches to suit your needs.



## Dewdrops on Roses

Life should always include time to enjoy the beauty of this world.