



Leadership is Essential for Long-Term Membership Growth

Volume 1, Issue 8 – July 2023

© 2023 Use of this content is permissible with credit

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 if the group is to succeed.



Leadership Tip of the Month

Include All on Your Team

It is normal for leaders to build a team of like-minded members. People who share your vision or those that are your friends. Yet that seldom creates the strongest and most effective team possible.

When you build a team, it is healthy to include those that may not be your friends. While it is a challenge to include those that are diametrically opposed to your vision or have expressed strong hostile dislike of you on your team.

Including those that disagree or have different opinions brings diversity to your team that strengthens your leadership.

One of the dangers of leadership is when you have yes-people surrounding you. It is much better for you to have people on your team who are willing to challenge you with different opinions. Without people who occasionally disagree with you, options that may improve your leadership might be missed completely.

Including those with different opinions demonstrates to your team that you are open to other viewpoints and gives your team confidence that they are part of the decision-making process that you use. Even once you've made a decision, they know that their evaluation of progress is important.

Become a better leader and expand your teams to include those that may not agree with you.

Membership Tip of the Month

Targeting Your Audience

The first thing to do when you are going to initiate a membership drive is to assess your membership and decide what you are missing. You will learn what demographics your group is missing as well as the ones that make up your current membership. Where you are now as an organization will influence what your target should be.

Many organizations find that the bulk of their membership is elderly and seek to find younger members. This is a wise decision; however, the process of targeting is essential. If your membership is composed of senior citizens, targeting young families may not be easy.

If you choose to target those in the empty nester demographic, you may find it easier to recruit them into your membership. Then later, with that new group as members, families may become the target to focus on.

Focus on taking steps toward your goals and targeting groups that bring you closer to your ultimate goal to achieve success.

While any person who meets the qualification of membership in your organization should be

welcomed, targeting a new audience will increase the chances of long-term membership growth for your group.

Extra

Puddle Stomping

As a lad, full of energy and often acting without a thought, puddles of all sizes drew me in. To stomp and splash was such a treat, my parents learned to grab me before I leaped else a dry set of clothes would have been needed.

When I was a teen and learning to consider my thoughts and actions before I did, those muddy puddles were still a treat for me. Working on the farm, so many puddles did I see. I'd check to see if anyone were about and then jump into the middle with such a splat.

Being an adult, there are those who proclaim that splashing in puddles is a children's game. I say balderdash, or something a bit more explicit, and take the lead in making waves in those puddles I see. I taught my kids to enjoy the sound of stomping in puddles and now the next generation needs to see the same.

Making a splash in a puddle is wondrous at any age.

Consulting and Assistance

Ed offers Leadership and Membership consulting and training.

Workshops, presentations, and speeches to suit your needs.



Current Project

A bit of history of the Oregon State Grange and National Grange.

Available in print on Amazon: A Journey West (an exciting western) and Searching for God (Evidence, questions and observations about the existence of God) and Farm Grown Leadership (Essential leadership traits illustrated with stories from the farm in my youth)