



## **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 is humble for they represent the members. They are confident in their ability to meet any challenge. Their vision of the future is optimistic and visionary for the organization.**



### **Leadership Tip of the Month**

#### **Know the Rules**

There are those who don't like rules and those who live for rules. Most people like the comfort of guidelines and boundaries, yet the details are not that important to them. I have found that knowing the rules often gives you freedom as what isn't prohibited, is

permissible.

It is often the leader's duty to interpret and enforce the rules of the organization. In order to be fair and transparent in your duties, you must be willing to dive into the rules of your organization. You don't need to memorize them; you simply need to be able to navigate the written rules of your group. When you have the duty to interpret the rules, take your time and do your research, never shoot from the hip so to speak.

Most organizations have a Constitution, By-laws, Articles of Incorporation and many have a code or other subordinate level of rules. Each level of rules may have different processes to amend them, and you need to understand which rules build upon others and which are easily changed.

As a leader, you have an obligation to set an example by following the rules. Knowing the rules gives you freedom by empowering you in explaining why rules are important. If a rule is no longer relevant or important you should understand the process to amend or delete it.

Look at rules as the operating system of your organization. They allow or prohibit certain actions and by knowing the rules, your actions as leader can be guided by knowledge rather than by reactions. Take the time to become familiar with the rules and you will be more successful as a leader. Just remember that the rules exist to empower and protect your organization and membership.

## **Membership Tip of the Month**

### **Celebrate Milestones**

If you want to enhance and strengthen your membership retention program, take the time to celebrate your members life milestones. The important parts of retaining members are that they feel their contributions are valuable to a cause they believe in, and that they are important to others.

The mission of your organization and your efforts to achieve it are the first part of the needs of your current members. However, they are people, and it is a wise move to remember that we all need to feel important.

Celebrate birthdays if you know their birth date. Anniversaries of joining your organization or a annual event that you can highlight the years of service are a terrific way to recognize members. Graduations, promotions, weddings, and retirements are also celebration worthy.

Celebrations don't have to be fancy or big. I've seen groups that gave members a cupcake for birthdays and have a mini party for an engagement party. Often a certificate can make a member

feel special.

The goal is to give each member a moment of importance. That moment is one that they will feel good about and add another dimension to the positive feelings that they have toward your organization. Then when dues are due, the odds increase that they will pay them with pleasure. This is one more way to retain members.

## **Extra**

### **Blink...Blink...Blink**

To stare at the cursor blinking on the screen is so much worse than the old days of staring at a blank sheet of paper. It is so insistent, blink...blink...blink and it never tires or quits.

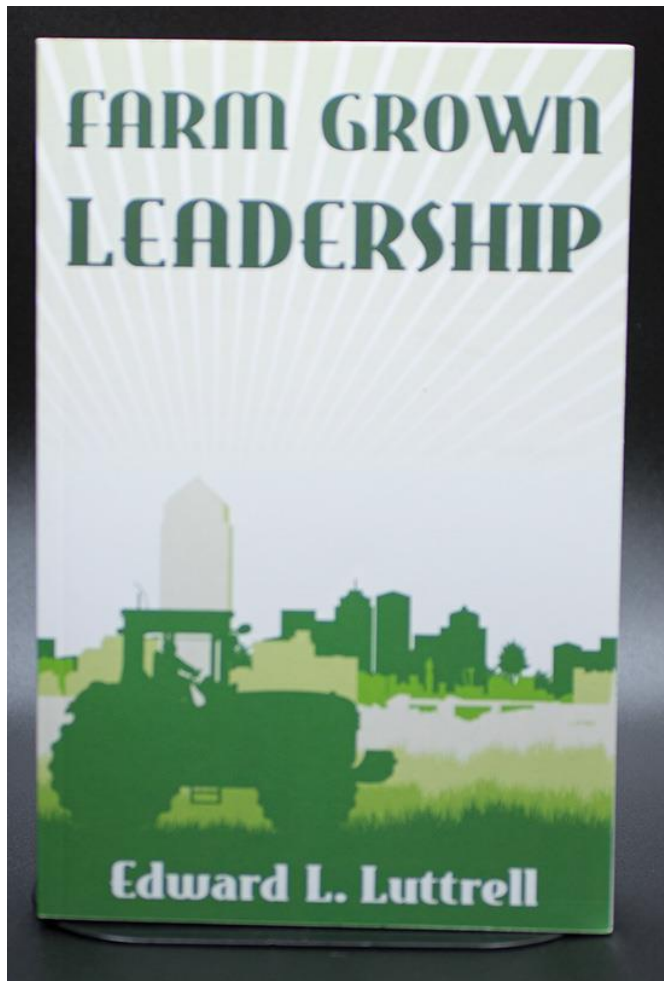
That paper that defied attempts to write on, you could crumple it up and toss it to the garbage can. If you missed, you could go and get it and try again. If your creative juices started to flow, a paper airplane might be the result. After all, you knew that if that sheet didn't spark some thought worthy of writing, it would provide some temporary entertainment in some fashion.

But today, blink...blink...blink... that stinking cursor keeps screaming at me that keys need to be struck, as letters don't appear by themselves. No muse whispers in my ear, no inspiration rises to my aid. Just that stinking little cursor going blink...blink...blink... right up to the moment that I chose to log off and just relax in my dreams.

## 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)

Use Farm Grown Leadership to initiate discussion among your members.