



Flower Clubs of Mercia and North Wales

Nafasmnw.org.uk
Charity Number 518603



CONVERTING VISITORS INTO MEMBERS

National, Area and Club efforts to attract new members will come to nothing if visitors are not made to feel welcome on their first visit. These notes may seem obvious to some, but experience shows this is not always the case.

Most importantly – Smile!

The **person at the sign-in desk** is the first and therefore most impressionable point of contact. Ensure that person doesn't just take the money, but welcomes the visitor and points out (where applicable):

- The raffle table
- The sales table
- The notice board
- Where to get refreshments
- Toilets
- Anything else that is relevant to your club

If possible, have a dedicated '**door person for new visitors**' otherwise let one of the committee know there is a new visitor so someone goes to talk to her (or him!).

If it is a second or subsequent visit ask if she/he is interested in becoming a member. Point out any benefits of being a member of your club along with the reduced subscription rate to *The Flower Arranger* magazine.

Other good ideas

- a) It is no good just having your programme on your Club membership card. Have a **sheet listing your current programme** so visitors know what else is going on. You could achieve this by printing off your Club page from the website or having a separate sheet.
- b) If your club is running any **workshops** give them the dates, show them the worksheet (if available) and ensure they know they would be welcome - whatever their ability! Workshops and practical sessions are the best way of attracting new members.
- c) Make up a **Welcome Pack** for first time visitors including items a) and b) above; current and back copies of your club newsletter and/or a copy of *The Flower Arranger* – if you don't have any back copies of magazine contact the Area Flower Arranger Representative, Becca Morris.
- d) Have a Facebook page and suggest members and new members 'like' it