

## Membership Resource Guide - Letter of Introduction

Dear EGA Chapter Board Members;

On behalf of the Sun Region Marketing Team, I would like to introduce the Membership Resource Guide; **“3Rs”** - **Reach** out, **Recruit** and **Retain**. This guide was designed to assist you in promoting, strengthening and growing your chapters.

Since the late 1990s, EGA’s membership has been declining. The largest percentages of our members are well over 65 and we are challenged in the area of recruiting new and younger members. This is the core of our team’s mission *“...to increase membership in EGA by recruiting new members, retaining current members, and enhancing the awareness of needle arts and especially EGA in the community.”*

To achieve success from our efforts to preserve our organization well into the future, chapter boards need to actively:

- embrace recruiting and retaining efforts as necessary and beneficial activities.
- set aside meeting time to assess their current efforts, create a plan and set goals.
- help their chapter members “buy into” these efforts for full participation.

**“3Rs”** is available to any EGA member on the EGA website [www.egausa.org](http://www.egausa.org). It is a work-in-progress that we hope will grow and improve over time. The least effective method of distributing this information would be to provide each chapter with a printed copy that would be filed along with other archived documents. I am not recommending that you begin by printing this document. I suggest you become familiar with the contents from your computer screen. Start by reviewing the Table of Contents and notice that by clicking on the page number next to the TOC item you will be automatically directed to that section. While in individual sections, you will also find links to items on the Sun Region website as well as other sections of the Guide. Finally, this document isn’t necessarily intended to be read from cover to cover. It is a resource that is designed to be utilized in the order that is most useful to you and your chapter.

To follow the recommendations in this Guide, start with making a copy of the “Tools for Assessing Your Chapter” found in the Appendix. Plan time in an upcoming board meeting to answer the questions and as a group, begin to create a plan. Review the Assessing Your Chapter and Planning and Setting Goals sections to help you create a plan that is appropriate for your chapter.

The bottom line is to take an honest look at your chapter and ask the question: Do we present an organization that is appealing and satisfying to outsiders and members of our target audience as well as our current members?

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We must focus on growing and strengthening our chapters and if we are successful, we will see the following results:

- Measureable increases in chapter membership.
- Meetings that serve new and old members with innovative programs.
- Communications that produce results (members and the public).
- Heightened EGA awareness in the community.
- Funding strategies that are effective.

To provide feedback and suggestions for improving this Guide, contact the Sun Region marketing chairperson by e-mailing [marketing@sunregionega.org](mailto:marketing@sunregionega.org). If you have created effective tools in addition to those in the “Tools” section of the guide, please send electronic copies of them to the marketing chair.

On behalf of the Sun Region Marketing Team, thank you for taking the time to read this letter of introduction. I hope your chapter will embrace this important program and will reap the benefits of growing our organization.

Jenna McClooney  
Sun Region Director

# Membership Resource Guide



**Reach Out Recruit Retain**

**The 3R's for promoting, strengthening, and growing  
your chapter.**

*Presented by the Sun Region Marketing Team*  
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## Table of Contents

Introduction: Membership Resource Guide .....	5
Contents.....	5
How to use it.....	5
Support for Chapters .....	7
Sun Region’s Contributions.....	7
EGA National Contributions.....	8
Assessing Your chapters.....	9
Introduction and Instructions .....	9
Capacity Assessment Form .....	10
Planning & Setting goals .....	11
Prepare for Planning: Analyze the Situation and Schedule Your Planning Session .....	12
First Planning Step - Review the Reports.....	12
Second Planning Step: Brainstorm Ideas .....	13
Third Planning Step: Choose the Best Ideas. ....	13
Fourth Planning Step: State Your Goals. ....	13
Fifth Step: Document Your Plan.....	14
Sixth Step: Regular Review of Your Goals.....	14
Target Audience.....	15
What Are Demographics? .....	15
Age Group Traits .....	15
How can your chapter target this group?.....	16
Retaining Members .....	17
Benefits & strategy of successful retention.....	17
A Strong Chapter Board: .....	18
Focus on Membership: .....	18
Clear Communication: .....	19
Maximizing Membership Value: .....	19
Member Recognition: .....	20
Strong Community Atmosphere: .....	20
Growing Our Membership .....	21
Benefits & Strategy of successful recruiting. ....	21

First Step – Planning: .....	22
Second Step: Getting the word out and attracting attention.....	22
Third Step: The initial chapter contact with your new member:.....	23
Fourth Step: Insure the new member realizes their decision to join was a good one: .....	24
Fifth Step: Inspiring and rewarding successful recruitment: .....	24
<b>Effective Meetings .....</b>	<b>25</b>
Desired Outcomes.....	25
Board Meetings.....	25
Chapter Business Meetings.....	26
Agenda .....	26
Promote Meetings .....	26
Conducting the Meeting .....	26
Meeting With a Program .....	27
Meeting With an Education Event .....	27
Recognition .....	27
Follow Up After Meetings .....	28
<b>Promoting Your Chapter .....</b>	<b>29</b>
Ongoing announcements in publications: .....	29
Everyday materials to promote your chapter:.....	30
Promotional materials for a special event.....	31
Social networking on the Internet .....	32
<b>Tools.....</b>	<b>33</b>
Business Cards.....	34
Bookmarks .....	35
Brochures and Posters .....	36
Ambassador Cards .....	36
Brochures .....	36
Poster: .....	39
Invitations .....	42
EGA Girl Postcards .....	43
<b>Appendix .....</b>	<b>45</b>
Capacity Assessment form .....	46
NeedleArts Archives Bibliography .....	51
Press Releases .....	52
Press Releases – Best practices.....	53

Appealing to Your Target Audience .....	54
Exit Questionnaire.....	55
EGA Dialogue.....	56
Social networking & Why it is Important to EGA.....	60
A Bit of fun! .....	64

# 1. Introduction:

## Membership Resource Guide

**What:** Content of this guide

**Why:** Create awareness of the benefits of expanding chapter membership

**How:** Instructions for navigating through this guide.

### *Introduction: Membership Resource Guide Contents*

**What:** The Sun Region EGA Membership Resource Guide contains suggestions and tips for activities that will assist chapters in their efforts to attract new members and retain current ones. For the sake of our mission to preserve and promote needle arts, EGA must make every effort to expand their membership rolls, and keep members engaged for the long term. The goal of this guide is to inspire chapter boards to look at their current efforts to stabilize membership levels and build a stronger membership. If your chapter's membership levels are already stable or growing, then we hope this guide will provide some new ideas. A detailed list of topics and their location in the Guide is found in the **Table of Contents**.

**Why:** Membership levels have been declining over the last decade. On the chapter level, the region survey conducted in 2010 confirmed the fact that members continue to look to EGA for solid educational programs, outreach to their community and the benefits of their chapter's social network. To sustain these benefits as well as promote the art of embroidery and share our talents and accomplishments within our communities, we need to increase the number of our members.

### *How to use it.*

**How:** You do not have to read this guide from beginning to end like a book. You may skip around and concentrate on information that you need at any particular moment. To make the best use of the Guide, consider the following tips:

- The complete Guide is posted on Sun Region's website [www.sunregionega.org](http://www.sunregionega.org) and is available to any EGA member who is interested in reviewing the information. In addition, the Guide has been delivered to chapter presidents, region representatives and membership chairs. New editions of the Guide will be published, and new sections may also be added from time to time.
- Should you print a copy of this document? You may want to start with one copy that can be referred to at chapter board meetings, but keep in mind that the most updated copy will always be on the region website. Sun Region has embraced the concept of communication via electronic means, so conserve your ink cartridges and save the trees!
- Review the information in the Table of Contents. This will tell you what information is included and where to find it.

- While reading an electronic copy of this Guide, rather than taking time to scroll through the document to the appropriate page, just click on the page number to the right of the topic in the Table of Contents, and you will be sent directly to the page of the topic you requested.
- You can also navigate in the Guide by clicking on links that take you to specific websites.

***Future Contributions:*** Your Marketing Team welcomes future suggestions and content for this guide. We like to think of the Guide as a “living document”, not a “static” document that has a measured life span. We hope you will offer new ideas, samples of new tools and any other contributions so that it will grow with our region and continue to be a useful program.

Please send suggestions, new information and additional samples of tools to [marketing@sunregionega.org](mailto:marketing@sunregionega.org). The Marketing Team hopes to make updates approximately every six months. E-mail notification to chapter presidents, membership chairs and region representatives will announce updates concurrent with a new version posted on the Sun Region website [www.sunregionega.org](http://www.sunregionega.org).



## 2. Support for Chapters

**What:** EGA National and Sun Region supports chapter's efforts in recruiting new members.

**Why:** Provides directions, tips, ideas, information sharing and encouragement to strengthen your chapter's efforts.

**How :** Review information in this section to find the support your chapter would like to use as well as suggested links. We encourage you to take advantage of programs that are offered by EGA and Sun Region.

### *Support for Chapters*

Sun Region and EGA (national) provide marketing support and assistance to help your chapter recruit and retain new members. Remember, it is your chapter's responsibility to sign up new members and retain existing ones.

Your region can't do this for your chapter, nor can EGA National, but both groups can certainly support you in your efforts in both areas.

### *Sun Region's Contributions.*

***Sun Region Marketing Team*** provides programs at the region level such as:

- Standing committee at Sun Region comprising a Region Marketing Chair with committee of three to five members representing chapters.
- Development and maintenance of the Membership Resource Guide, containing information and tools to assist in the recruiting and retaining process at the chapter level.
- Ongoing information and encouragement in region newsletter, submissions to chapter newsletters and Sun's website, [www.SunRegionEGA.org](http://www.SunRegionEGA.org). . Availability of information to individuals outside EGA.
- Utilization of survey results to determine member preferences and needs.
- Assistance in creating value in chapter membership through financial support for educational programs.

***Sun Region Facebook and other Social Media*** Developed at the local level, such as:

- Facebook page "Sun & Sea Embroiderers." Created and maintained by Sun Region. <http://www.facebook.com/home.php#!/pages/Sun-Sea-Embroiderers/333104789412?ref=ts>
- Region website blog "Sun Region Threads" at [www.sunregionega.org](http://www.sunregionega.org).
- Region website maintained by web editor and updated by input from Region Marketing Committee as well as chapters progress in the creation of a new website with more attractive and interesting public face.

## *EGA National Contributions*

**Director of Marketing Position** *EGA national board includes the position of Director of Marketing plus committee.*

Promotional activities include:

- Development of a recruiting brochure for chapter use. The brochure will be available to chapters electronically and will allow chapters to customize the brochure for their areas.
- Articles for Needle Arts with ideas on recruiting new members that give specific strategies
- Article on how to write press releases and using local media to get your message out. (See Appendix – Press Release – **See P54.**)
- Member survey – July 2010
- New member handbook also in the development stage.

Social Media activities include:

- EGA website at [www.egausa.org](http://www.egausa.org).
- EGA Facebook page.
- Currently developing a list of local needlework stores, designers, and teachers across the US that provide discounts to EGA members locally and nationally.

New website development will include

- Development of a new website with more attractive and interesting public face. (Content management format).
- Enhanced search engine optimization – *(this makes it easier for outsiders to locate our website)*
- Future educational podcasts open to the public.

Both EGA and Sun Region are focused on finding ways to assist chapters in promoting EGA events, increase availability of information for chapters, raise the level of awareness and attract the younger internet savvy women and men.

### 3. Assessing Your Chapter

**What:** A method of determining where your chapter's strengths and weaknesses are in terms of member recruitment and retention.

**Why:** The results will help you decide where to expend time and energy for the best results.

**How:** If you choose to go through this process, the chapter board, as a group, will review the information and answer questions that lead to conclusions about your current efforts. The Capacity Assessment forms are located in the Appendix [pages 46-50](#).

#### *Assessing your chapters Introduction and Instructions*

**What:** This capacity assessment consists of a survey to help you evaluate the marketability and strength of your chapter's efforts in recruiting and retaining members. The following organizational categories areas are included:

- Membership.
- Leadership.
- Meetings.
- Promotional and marketing activities.
- Community awareness.

In a non-profit organization like EGA, the term **capacity** refers to the number and effectiveness of resources available to an organization in order to perform at a particular level. For example, if your chapter needs to spend \$100 per year on something, and your budget only has \$75 in it, then you lack the financial capacity to spend the money, and you would therefore need to build capacity to the right level.

**Why:** We know that we can't take on every possible marketing idea at once and choosing one or two areas to begin with is the best way to be successful. This assessment helps you to recognize which areas need the most attention, and which are doing all right at this time. Concentrating on areas that have low capacity levels usually turn out to be the easiest and cheapest areas to repair.

**How:** It is recommended that all board members prepare for discussion by reading and completing the survey before an upcoming board meeting. As individuals, they should read the survey and mark the level that is seen as appropriate for each category. The first time the board reviews this, set aside at least 30 minutes for discussion. As a group, rate your chapter's marketing capacity per the five categories listed above according to these three levels:

- Level #1: Lowest Level of Marketing Capacity.
- Level #2: Moderate Level of Marketing Capacity.

- Level #3: Marketing Capacity is Good to Excellent Today

The results of your ratings will help you plan and set goals, which is the next step in the process.  
*(Planning and Setting Goals is the topic of the next section of this guide.)*

***Please go to the Appendix, pages 46-50 for the complete Capacity Assessment survey.***

***Capacity Assessment Form***

## 4. Planning & Setting Goals

**What:** Tips and suggestions for planning and setting goals that help your board manage your chapter's business and membership growth.

**Why:** Successful board members are focused on what's important and how successfully the chapter meets its goals throughout the year.

**How:** Specific steps for setting up an annual planning meeting, reviewing past performance, and writing down goals for next year's performance.

### *Planning & Setting goals*

**What:** This section contains tips and suggestions for planning and setting goals that help your board manage your chapter's business and successful promotions.

Good planning is the most effective way to keep your EGA chapter running smoothly. This chapter shows how to set goals and keep track of your chapter's achievements in a simple way. Written plans help your chapter to stay focused and improve your ability to recruit new members and retain current ones. They will help your chapter become better known in the community, and fulfill our guild's mission, which is to promote the needle arts to coming generations.

**Why:** Keeps board members and your chapter focused on what's important and how you are doing, throughout the year.

Good planning helps improve your ability to recruit and retain members, bring in more income for your chapter, make it easy to appoint new officers, and meet the challenges that come with change. The techniques you will learn in this section will also help your board in these ways:

- All members will have their voices heard.
- All members will feel included in decisions concerning the things that are really important.
- You'll find it easier to recruit new committee chairs and committee members.
- You'll be able to figure out what's working – and what isn't – in your chapter.
- You will end up with more time to focus on the more enjoyable aspects of meetings; i.e. stitching, learning new things about embroidery, and making friends with fellow stitchers, with less time spent worrying about the details.

### **How to Plan and Set goals:**

#### **Prepare for Planning: Analyze the Situation and Schedule Your Planning Session**

- First, choose a date when your board can meet for two to three hours. Before the meeting date, do the following:
  - Prepare a report on your financial situation: Get an up-to-date report on your current budget, how much cash you have in the bank, and how much income came from each major source such as membership dues, 'stash to stash' sales, grants from Region, etc.
  - Prepare a report on your membership situation: How many new members did you gain, how many old members dropped off your roster. Of the members who did not renew, list how many dropped off for each reason (moved away, lost interest, died, etc.).
  - Prepare a report on your marketing successes. List any programs or campaigns that were beneficial to your chapter and how.
- Plan your meeting. Make sure you have a flip-chart and easel, or use the 'restickable' flip-chart pads available at Staples, Office Depot, or Office Max. Conduct the meeting anywhere that participants will be comfortable.
- It is OK to invite members to participate, but that is optional.

#### **First Planning Step - Review the Reports.**

- During the board's planning meeting, review all the reports as a group.
- Come to consensus on the following questions:
  - Are we satisfied with our financial situation?
  - Are we satisfied with our membership situation?
  - Are we satisfied with our marketing successes?
- If the answer is NO to any of these questions, ask yourselves: "What DON'T we like about this situation?" Try to limit discussion ONLY to what you don't currently like about your situation before coming up with new ideas. (Stay focused!)
- Write down the main things you DON'T like on a flip-chart pad.

## **Second Planning Step: Brainstorm Ideas**

- Give all participants a few minutes to think about their ideas. They may want to jot a few things down.
- Conduct a Brainstorming Session, as follows:
  - Designate one person as the 'scribe.' Provide the scribe with some markers and a flip-chart pad.
  - Go around the room, asking each participant to make ONE suggestion. The scribe must write down the person's idea.
  - Repeat the cycle by going around the room one person at a time, until you run out of ideas.
  - Respect the rules of brainstorming:
    - 1) Every participant must offer one or more ideas.
    - 2) Participants may only speak in turn.
    - 3) All ideas are good ideas. Do not allow people to critique ideas that are already up on the flip chart. Do not allow people to say "we already tried that and it didn't work."
    - 4) Allow participants to 'pass' if they do not have an idea.
    - 5) Use as many flip-chart pages as you need.

## **Third Planning Step: Choose the Best Ideas.**

- As a group, review the entire list of brainstormed items. Cross off any duplicates.
- Organize all ideas under these four headings. Use as many flip-chart pages as you need.
  - Membership Retention.
  - Membership Recruitment.
  - Budget.
  - Marketing.
  - Committee Work and Success (this one is optional).

## **Fourth Planning Step: State Your Goals.**

- These four or five sections now represent your major goals. Now it is time to assign specific targets to each goal, as follows:
  - Assuming we are very successful:
    - How many current members do we wish to retain this year?
    - How many new members do we wish to recruit this year?
    - How much money do we want to raise this year?
    - How many marketing efforts, tactics, campaigns etc. do we want to run this year, and what are they?
    - How many committees, what committees, and how many committee members besides the committee chair, should we create this year?

- Review the final outcomes. As a group, ask yourselves if you think the targets are realistic, and if you have the people, time and money to do the job. If not, adjust your goals downward (or upward).
- Last, make sure that each board member “owns” or is responsible for making sure that the right work gets done to achieve the goal. A goal “owner” does not have to do the work herself, she only needs to keep track of what’s happening.

#### **Fifth Step: Document Your Plan.**

- Assign a board member to write up the goals. You may use the template attached below. Make sure that each member of the board has a hard copy, a ‘soft’ copy (i.e. sent out via email), and that the plan is located somewhere on your chapter’s website, preferably in a password-protected area that is only accessible to board members.

#### **Sixth Step: Regular Review of Your Goals.**

- This is the most valuable step in planning.
- Review your goals at the beginning of every board meeting. Report on how well you are doing compared to each goal.
- As a group, discuss what you need to do to maintain the same level of success or improve it.



## 5. Target Audience

**What:** A description of the kinds of people most likely to become interested in the art of embroidery, our mission and our guild.

**Why:** Efforts to attract new members must be focused or “targeted” effectively to raise awareness and get people to respond.

**How:** By targeting a younger audience, chapters can insure ongoing activities that satisfy new, younger members, as well as current members.

### *Target Audience*

**What:** In order to satisfy the needs of a chapter, it makes sense to think about the characteristics of individuals who are most likely to enjoy needlework and become active in our guild. These characteristics include demographics (primarily an age group) as well as other considerations, such as an interest in some other form of needlework, arts and crafts in general, past experience, and the like. Remember that you may end up recruiting individuals who do not match your “target audience profile,” and that’s OK. But you DO want to understand the characteristics of those more likely to join, to save time, money and energy on recruiting and promoting your chapter.

**Why:** Promoting our chapters is time-consuming and could be expensive. Make your chapter’s recruiting efforts more efficient by understanding the kinds of people who make up your “target audience,” and then figuring out the most effective means to reach them.

**How:** Think through and document the characteristics of your target audience. Then use these characteristics as guidelines for the ways you promote and publicize your chapter, our guild and the needle arts. Start with the demographics of your target audience.

### *What Are Demographics?*

**What do we mean by demographics?** *Demographics refer to the characteristics of human populations and population segments, especially when used to identify consumer markets.* Sun Region’s market research conducted in 2009 and 2010 provided the following characteristics

- Age: 45-60 with the following attributes:
- Work Life: In the early years of retirement, or getting ready to retire.
- Time: Available to attend meetings, seminars and stitching activities.
- Financial: Has a level of discretionary spending money to purchase supplies and attend classes.
- Interest: Wants a creative outlet and opportunity to learn new forms of artistic expression.

### *Age Group Traits*

**What traits do we see in various age groups?** Research has been done to identify personality traits that are present in different age groups. If we are to consider the age range of 45-60 as an ideal group to focus on, it’s going to be helpful to understand the differences in the way different age groups behave and think: *(If you are interested in learning more details about these and other age groups, see [Page 54](#) in the appendix of this guide).*

Consider the three groups of individuals below, determined by when they were born. Based on our survey, most current members fit into the first group. We are predominately the traditionalists!

- **Traditionalists:** Most of us were born prior to 1946. We tend to be team players, have faith in institutions, respect authority, are fiscally conservative, and consider leisure time as the reward for working hard.

The next two categories fit into our “target group” – Their life focus is somewhat different from the “Traditionalists” and as a rule is more comfortable with managing e-mail and electronic documents. The younger the group, the more individuals are internet savvy, seek out electronic learning and information gathering, and prefer to deal with less paper.

- **Baby Boomers:** Born between 1946-1964. For many, their career is/was their focus of life, some tend to question authority, but remain idealistic and optimistic. They work hard to provide opportunities for leisure, with an emphasis on personal growth. They like to spend and feel entitled to success.
- **Generation X:** Born between 1965-1981. Many adopt their own unique style, leisure activities are a welcome respite from work; they may ignore authority and also reject leadership opportunities. They are flexible, think globally, and are committed to diversity and prefer informality.

#### *How can your chapter target this group?*

**Consider what your chapter needs to offer in order to attract this target group.** Is your chapter meeting format interesting and inviting for a new member?

- How long is your meeting? Can any business or reports be published?
- How much time do you spend on show & tell and sharing information about member’s work?
- Do you offer programs for beginner stitchers?
- How easy is it for guests to learn about EGA and what your chapter offers to their members?

**An interesting dilemma:** To be successful, we need to consider the following:

- One demographic group needs to find a way to attract a **different** demographic group.
- This cannot succeed without a chapter commitment to grow their membership.
- Ultimately, all groups have to find common ground for the personal satisfaction from chapter activities such as education, outreach and social interaction.

**Ultimately what binds us together is friendship. Need to build bridges across generations. We need to figure out how to meet needs of current and future members.**

## 6. Retaining Members

**What:** Methods and programs to keep current members engaged and active for the long term.

**Why:** Strength in membership is the foundation for an active and prosperous chapter. Long-time members have a lot to offer new members, are often in a good position to promote the Needle Arts to their friends and family members, and are good candidates for committee and board service.

**How:** Provide value in membership and an atmosphere where members are active and their interests and needs are satisfied.

### *Retaining Members*

**What:** EGA's chapters have seen a long decline in membership levels for many reasons, some of which are beyond our control. Our 2010 member survey showed that a high proportion of current members are over 65 years of age; these members may be less interested, or able to participate. This section of your Resource Guide addresses the ways that chapters can control the decline in their membership. Here are some reasons, other than aging or declining health, why members may decide not to renew:

- After a few months, a new member may conclude that they are not really interested in needlework. They may not feel motivated to expend the energy and patience it takes to complete a project.
- Major lifestyle changes: i.e. member becomes a caregiver for a family member, returns to full time work, or moves away.
- Member leaves chapter because of an incident or an unpleasant atmosphere that left them feeling as if their participation was not valued.
- Member fails to renew because they are dissatisfied with the operation of the chapter.
- Members felt that the chapter's educational programs were only for "advanced" stitchers.
- Members did not enjoy themselves at meetings and were not encouraged to come back or participate in volunteer work.
- Member felt unwelcome because of a perceived bias against their background, ethnicity, level of sophistication as a stitcher or for some other reason
- Members found chapter meetings dry, boring and unrewarding

### *Benefits & strategy of successful retention.*

**Why:** Maintaining your current membership level is important because:

- Chapters cannot survive without the service and participation of active members.
- Dues income are necessary to fund activities (rent, education programs & administrative costs)
- Focusing all efforts on replacing lost members by recruiting is cost and time consuming
- Strong membership allows you to provide more value for their membership.
- Declining membership results in limiting activities which results in more membership losses.

**How:** Chapters with the highest retention rates, offer the most value for their membership. For this to be possible, determine if your chapter is involved in the following activities:

- Establishing a strong chapter board.
- Focusing on membership.

- Practicing clear communication.
- Maximizing membership value.
- Member recognition.
- Promoting a strong community feeling within the chapter.

### ***A Strong Chapter Board:***

- Listens and is responsive to suggestions and concerns from the chapter.
- Promotes and provides good customer service.
- Encourages creative solutions in the areas of planning and solving problems.
- Surveys members to determine preferences for education and special activities.
- Keeps business meetings short.
- Creates innovative ways to communicate reports and announcements such as minutes and committee reports
- Strives to have as many chapter members serve on committees with specific jobs to do. This insures that many members are “stakeholders” in the success of the chapter.
- Involves new members in committee work and establishes “assistant” positions to officers as a learning process.

### ***Focus on Membership:***

The membership chairman plays a very important role in the retention process. If the individual in charge of membership is not already doing so, she might consider the following:

- Recognize that renewing members in their first and second year is critical.
- Publish advance reminders of the dues deadline. Follow up with e-mails or phone calls with members who are late.
- Send in new member dues as quickly as possible. Waiting only delays the receipt of the member’s membership card and their first issue of Needle Arts.
- Create a committee position whose primary job is focused on retaining current members
- Establish a process for making up-to-date rosters available to the membership.
- Present the board with a list of members who did not renew at the end of May. Discuss reasons for not renewing.
- Present a plan for contacting each non renewing member.
- Conduct exit questionnaires and assure the individual that their specific information is confidential.
- Call or send personal notes to members that haven’t attended meetings in a while. Let them know that you miss them, and are anxious to have them back.

*(See the section on “Growing Our Membership” for recruiting ideas.)*

### ***Clear Communication:***

The president and her officers will benefit from establishing frequent contact with their members through newsletters and special e-mails:

- Newsletters are a productive way to stay in contact, communicate important information, entertain and educate members.
- It can be beneficial for the board to review the layout and content of the newsletter 2 or 3 times a year to insure that it continues to serve them well as their needs change.
- Make the chapter newsletter available to outsiders. (Consider removing personal information such as addresses, telephone numbers to protect privacy. Members can refer to their chapter roster if they need to contact an officer or chairperson.)
- Make sure that chapter newsletters focus on the future – upcoming meetings, programs and special events – and not the past.
- Make sure that all newsletters and email blasts are personalized, using the member's first name (ex. Dear Mary...).
- Consider publishing minutes, treasurer's reports and special announcements in a regularly scheduled e-mail. These actions will also serve to shorten chapter meetings by eliminating lengthy reports and the reading of minutes.
- Send out occasional "e-mail blasts" for special events. For example, if a member offers to host a group of stitchers at her home, announce the event in a separate email.

### ***Maximizing Membership Value:***

Although value means different things to different people, the chapter board needs to understand as much as possible what programs will keep their members interested and engaged.

- Conduct periodic Educational Interests surveys and plan programs that fit the chapter member's needs.
- Insure that appropriate beginner's programs are available for new members.
- Shorten business meetings to allow more time for show and tell, education and stitching together. How many times have you heard members say, "I just want to enjoy stitching?"
- Many members aren't aware of what they get for the national portion of their dues. Communicate EGA's mission, the value of our collection, resource library, special exhibits such as "Through the Needle's Eye", "Fiber Forum" and others in a positive way. (*For more information, go to EGA's website: [www.egausa.org](http://www.egausa.org)*)
- Make sure members are aware of EGA's education programs such as GCC, ICC, Certification, Extended Study, Scholarships & Awards and regional and national seminars.
- Consider forming an "education committee" (if you don't already have one) and encourage chapter members to participate and take ownership of programs.

### ***Member Recognition:***

To satisfy member's need to be appreciated and valued:

- Find opportunities to recognize and thank members for their service, accomplishments and successes.
- Allow ample time for show & tell that includes sharing information about the piece as well as taking photographs that can be displayed in newsletters.
- Establish special recognition programs where members are thanked for continuous service and membership.
- Offer incentive programs- for members who bring guests that result in new memberships. Top recruiter might be awarded a substantial prize such as tuition for an education program or paid chapter dues.

### ***Strong Community Atmosphere:***

The board is responsible for setting a welcoming and respectful social tone within the chapter. Member satisfaction is enhanced when they feel their chapter is a community of support and sharing.

- Have hospitality greeters at each meeting to welcome everyone and offer to sit with newer members or members who come alone.
- Socialize with the entire membership and avoid "cliques."
- Send greeting cards to express concern for illnesses & deaths. Celebrate birthdays.
- Reach out to individuals who are in need of emotional support.
- Offer to provide transportation for members who don't drive.
- Find ways to expand on having fun!

Chapters, regions and EGA national must be concerned with the retention issue. The loss of active and knowledgeable members with a history of the organization should be of the utmost concern. In general, members are the most valuable asset that EGA has. No one gladly accepts dues increases, but it is one way to keep the organization on a firm financial footing, which can be avoided if we maintain strong retention of current members and new recruitment whenever possible. We also need to recognize that the loss of members who have been members for more than 3 years may indicate there are problems and opportunities not being addressed.

Retaining members is a key performance indicator of how well EGA is meeting the needs of its members. The number of members lost each year should be compared with the number from previous years. If the number is greater than 5%, then you will know you have a problem. There will always be natural reasons for members leaving, but when there seems to be a continual jump in the decline, EGA as a whole must evaluate programs and services to determine weaknesses and opportunities.

## 7. Growing Our Membership

**What:** Attracting and successfully signing up new members.

**Why:** Assures that your chapter will flourish, new members will be active members, allows your chapter to provide viable educational and social activities for its members.

**How:** Establish a plan to recruit new members year after year.

### *Growing Our Membership*

**What:** Effective recruitment involves a plan to increase membership and stabilize or expand the chapter size. Successful recruiting programs require the following:

- Careful planning.
- The members of the chapter recognize the value of recruiting new members.
- The members of the chapter are committed to expend energy and resources on this activity.
- Focusing on results.

**Why:** Active members are the key to successful EGA chapters. The benefits of a successful recruiting program include:

### *Benefits & Strategy of successful recruiting.*

- Maintaining membership strength – the “lifeblood” of all EGA chapters.
- Getting members actively engaged in chapter activities, by attending programs, participating in GCCs and other educational programs, and serving on chapter committees.
- Keeping the chapters thriving, and stemming declines in membership.
- Limiting the need to raise dues in order to meet the educational needs of the chapter
- Promoting EGA and your chapter by through public education and special events.
- Maintaining or improving the value of membership in your chapter through member involvement.
- Introducing new participants to the needle arts, in order to preserve and promote such arts.

**How:** In order for the chapter to succeed in this activity, it is the responsibility of every member to support their chapter’s efforts. Use this 5-step approach:

- First step: Planning
- Second step: Getting the word out and attracting attention.
- Third Step: Maximizing the initial contact with new members.
- Fourth Step: Insure the new member realizes their decision to join was a good one.
- Fifth Step: Inspiring and rewarding successful recruitment.

### ***First Step – Planning:***

Create a long term plan that includes activities that span the entire year. Consider including funds in your next year's budget for promotional materials.

- Study the "Assessment" section of this guide. Determine where your strengths and weaknesses lie. *(See the "Assessing your Chapter" section starting on [page 9](#))*
- Evaluate the appeal of the chapter to an outsider. Evaluate chapter meetings and programs by asking questions similar to the following ones during board meetings:
  - Would a newcomer find the meeting interesting or boring?
  - Would you bring a friend to your chapter's meeting? If not, why?
  - Is attendance lower than you would like it to be?
- Make recruiting new members a priority.
- Design monthly programs that will assist in bringing in new members.
- Set a chapter goal for the number of new members you want to recruit annually
- Know where you stand by directing a membership chair to report losses and gains to the board on a regular basis.
- Seriously consider holding a "**Stitching Series**" event at your local library or meeting place. This adult education program for the public has historically resulted in recruiting new members. For complete background information, see the NeedleArts article in the December 2007 issue. The program itself, complete with lesson plans, projects, administration materials etc. is available on the Sun Region website [www.egausa.org](http://www.egausa.org). Go to Forms/Guides/Manuals and then "Gulfview Stitching Series."

### ***Second Step: Getting the word out and attracting attention.***

The chapter board is responsible for promoting the chapter and its functions to the community through special events and advertisement. *(See [pages 29 & 30](#) of the "Promoting Your Chapter" section for examples of promotional materials and other methods of getting the word out.)*

- **Promotional Materials:** Give each member a supply of promotional materials and ask them to find opportunities to distribute them. This can include business cards, bookmarks and brochures. *(See [pages 34-37](#) of the Tools section for examples of promotional materials)*
- **Opportunities to spread the word:** Ask all members to create opportunities to speak with strangers in public locations. Always carry promotional items such as business cards or bookmarks to give out. Consider the following activities:
  - Organize stitch in public events as a group; "Stitch in Public Day", in conjunction with exhibits, fairs, book programs in book stores etc.
  - Stitch in public as an individual: In medical offices, hairdresser, library, airports etc.
  - Strike up conversations with strangers in needlework stores, framers, medical offices, libraries and any place where there is public access.
- Design or use **EGA's template** for a **chapter brochure** and distribute in businesses and other public places.
- Establish a **board position**, i.e. publicity chair, that is responsible for providing chapter information to the local media. This is vital to get the word out! For example, meeting information should be publicized in the calendar at the location where you meet, in the local newspaper calendar, and as a community public service announcement on TV stations. Stress that guests are always welcome!



- **Advertise** chapter events, special programs and community involvement in local publications that offer free announcements and press releases.
- Review suggestions for **an effective press release**, found on **pages 52 & 53**. Include pictures.
- Plan chapter **exhibits and educational programs** in conjunction with community facilities such as libraries, schools, businesses, and fairs.
- Set up **mini-exhibits** in local businesses and public areas and include promotional materials. Examples of some locations include Local Needlework Show (LNS), window displays in businesses, libraries and schools.
- Plan **joint exhibits** with local organizations (i.e. Garden Clubs, Women's Clubs etc.)
- Establish a **board position** that is responsible for carrying out recruiting programs.
- Take advantage of chapter **outreach** programs such as Habitat for Humanity, to promote EGA.
- Encourage friends and neighbors to **share your interest** and to become members. This activity continues to be one of the most effective methods of recruiting new members.
- Publicize EGA in conjunction with chapter **outreach** projects.
- **Join** other community programs that are geared to introduce EGA to the public
- Publicize a national teacher when you have one at your chapter
- **Network:** Contact your friends who deal with the public and coordinate with them for new people in your neighborhood. Contact these potential new members
- Insure that your chapter meeting times and locations are up to date in the **EGA website** directory. Contact your RD with corrections at [rd@sunregionega.org](mailto:rd@sunregionega.org).
- Maintain correct information on your chapter page on the **Sun Region's website**. Send changes to [website@sunregionega.org](mailto:website@sunregionega.org).
- Include interesting information about your chapter activities along with pictures on our region **Facebook** page "Sun & Sea Embroiderers." Send information to [rd@sunregionega.org](mailto:rd@sunregionega.org)
- Forward copies of sun region's newsletter **Sun News** to all chapter members and send to selected outside individuals to create interest.

### ***Third Step: The initial chapter contact with your new member:***

- **Respond** immediately to e-mails and telephone inquiry calls from prospective members. Turn these contacts into opportunities to recruit. Follow up, follow up, follow up!
- Make sure that every guest receives a phone call or email from a chapter board member, other than the individual who invited the guest. The purpose of the call is to tell the guest that they were welcome, and encourage the guest to come again, and/or to join the chapter.
- Plan a special **"guest" meeting** or event with an emphasis on education.
- Offer to **pick up a guest** that you invited or contacted you to help insure that she attends.
- Insure that a supply of membership applications and promotional items are available for **every** activity.
- Establish a **Greeter Committee** for every activity.
- Make sure everyone wears their **name tag**.
- Make sure all guests are personally **introduced** to all members in attendance. Do not leave guests to sit alone. All chapter members should participate.
- Make sure that you have a **warm and inviting atmosphere** for every activity.
- Go out of your way to **recognize** and introduce guests.
- Have a **guest book** at each meeting. Follow-up by calling or e-mailing your guest, thanking them for attending, providing more information about EGA and inviting them to your next event.
- Encourage guests to **participate** in that meetings' program.
- Invite each guest to join EGA – many people feel they need to be asked.
- Keep business meetings positive, upbeat, interesting and as short as possible to prevent your newcomers from becoming overwhelmed. Let the Board do the work

- Ask for guest comments at the end of the meeting. *(Comments could lead to improvements and corrections as well as providing a “hook” for recruiting the individual.)*
- Explain effectively the **benefits** that EGA offers. Don’t leave out EGA’s mission and its efforts to preserve the art of needlework through the collection, resource library and national exhibits.
- Invite ask each guest to join – many people feel they need to be asked.

***Fourth Step: Insure the new member realizes their decision to join was a good one:***

- Formally “seal the bond” with new members with a “**ceremony**” that recognizes your appreciation for their joining your chapter.
- **Reduce the intimidation factor!** Help new members understand that all members were “beginners” at one time. Convince them that it is OK to start with a small beginner’s project in a new technique even if they are experienced in other techniques.
- Encourage new members and create innovative ways to encourage them **to participate on committees**. Don’t assume that they “are not ready” to participate.
- Continue to **personally invite** and remind new members to attend events.
- Assign an individual to follow-up and be their initial **chapter** friend, mentor and source of information about EGA.
- Provide real value for their dollars. Try to find out what their needs are and then meet them.
- Plan a tea or luncheon for new members to explain the organization and for them to get to know the officers.

***Fifth Step: Inspiring and rewarding successful recruitment:***

- **Recognition:** Find a way to reward the sponsors of new members.
- Maintain **ongoing** recruiting activities.
- Consider a quarterly drawing with the names of members who have brought guests to meetings and surprise them with a stitching related gift.

Intensive recruiting efforts are underway at all levels of EGA; national, region and most importantly, the chapter. We all recognize the value of success in this area because new members are the lifeblood of our organization. These individuals bring new concepts, ideas and energy to the organization and are vital to our survival. Remember, *the function of recruiting and signing new members **can only be accomplished at the chapter level.***

## 8. Effective Meetings

**What:** Hints, tips, and best practices for running informative and productive meetings.

**Why:** Meetings are the most important way to communicate with members.

**How:** Evaluate current meeting format and streamline for efficiency.  
(Consider implementing the suggestions in this section.)

### *Effective Meetings*

**What:** Effective meetings are interesting and informative, with chapter business conducted efficiently and in the shortest time possible. This format allows time for the most important activities; learning, stitching and fellowship.

### *Desired Outcomes*

**Why:** The business meeting is only one portion of the events during a Chapter's day. Members lose interest when the meeting drags on due to the same month to month reports, and long detailed minutes being read. (Are your meetings running your chapter, or are you running your meetings?)

**How:** This section will show simple ways to keep your chapter's meetings engaging and efficient, while still getting the work of the chapter done. Meetings that provide sufficient time for education programs and fellowship play an important part in retaining and recruiting members.

***This section is divided into 2 types of meetings:***

- Board meetings.
- Chapter business meetings

### *Board Meetings*

Establish a board meeting format and agenda that encourages participation and addresses the chapter's business in a professional and efficient manner.

- The focus of an effective board meeting includes:
  - Reporting on progress of plans and goals.
  - Discussion and planning of upcoming events, outreach programs, finance and educational opportunities.
  - Resolving chapter problems and preparing to present results at chapter meetings.
  - Discussing opportunities for recruiting and promoting events.
- Distribute standard reports and minutes via email to all board members ahead of time.
- Approve these reports as written with a blanket motion.
- Keep board members on task with a timed agenda. Delegate a time keeper.
- Leave room on the timed agenda for specific issues that require board consensus.
- Make sure that the board addresses one or more of the following topics at least once every two or three meetings. Make time for these discussions and prepare for them ahead of time:

- Size of overall membership, membership recruitment programs, membership retention programs.
- Promoting chapter meetings, programs and special events.
- Budgetary issues, with attention being paid to investing wisely in various promotional activities.
- Encouraging current members to serve either on a committee or as a committee chair.
- Discuss events that are likely to attract new members and create greater visibility in the community.
  - Public stitching events
  - Participation in a charity event
    - Marathon or walk-a-thon
    - Public broadcasting station fundraiser telethon
    - Craft fairs
- Discuss how to use new tools such as Facebook, or email “blasts” to promote programs and meetings.
- Share program information with other chapters.

### *Chapter Business Meetings*

Develop a meeting format that is efficient.

#### **Create an agenda for each business meeting.**

##### *Agenda*

- Make sure that the chapter president and other board members follow a timed agenda that results in the meeting activities moving smoothly from one topic to the next.
- Consider reversing the meeting agenda; have the program first.

##### *Promote Meetings*

- Publish meeting dates, time, place, program and classes. *(See the “Promoting Your Chapter” section starting on [page 29](#) for details.)*
- Present a timed agenda, in advance, to the board members.

##### *Conducting the Meeting*

- Start and end on time.
- Have a specific social time before or after the meeting. Consider including refreshments.
- Feature “show & tell” at every meeting.
- Offer a reward for participating in show and tell. Some examples are:
  - Gold needles.
  - Drawing for free local dues.
  - Coupons for local embroidery or craft stores.
- Encourage members who show their work to discuss the project including any challenges, the materials used, and techniques. (Members new to that technique may want to hear about this type of information.)

- Publish as many reports in advance as appropriate. Have copies available.
- Present short and concise reports.
- Avoid any discussion of chapter problems or “dirty laundry” during meetings.
- Establish a group of ‘ambassadors,’ (current members), who are responsible for welcoming guests and new members at the membership sign in area. The ambassadors’ roles are to keep the guest or new member comfortable and get them involved.

### *Meeting With a Program*

Suggestions for meetings that don’t involve a needlework class or workshop could include programs that involve speakers or outings such as:

- Framer – Framing process and preparing your piece for framing.
- Physical therapist; how to prevent injuries from repetitive movement.
- Storing and organizing stash.
- Lecture from a local needlework shop (or quilting or knitting) about new products etc.
- A showing and lecture about a special collection.
- Arrange a lecture, demonstration, or exhibit on traditional needlework from another culture.
- Plan a mystery trip.
- Travel by bus or caravan to see another chapter’s exhibit.

### *Meeting With an Education Event*

Suggestions for meetings that involve a needlework class or workshop could include the following:

- Class taught by a chapter member.
- EGA project (i.e. from Needle Arts) led by a chapter member.
- Invite a member from another chapter to teach a class.
- Work on a GCC with leader.
- Hire a professional teacher.
- Develop a one or two year theme for your chapter with projects and study groups to present special programs such as the Victorian era of stitching, early American samplers, travel the world with embroidery, etc.
- EGA project (i.e. from needle Arts) led by a chapter member.
- Invite a member from another chapter to teach a class.
- Work on GCC with leader.
- Hire a professional teacher.

### *Recognition*

Offer many forms of recognition and acknowledgement, especially for new members, those who may be beginning stitchers, or those who have not been active recently.

#### *Follow Up After Meetings*

- Arrange to follow up with any attendees who are either guests, new members who are attending for the first time, or other members who have not attended in a long time. Make sure that at least one board member follows up by phone or email within the first week after the meeting.
- Keep careful counts of total meeting attendance. Compare that count to your chapter's Meeting Attendance Goal. Discuss meeting attendance at board meetings, based upon these statistics.

## 9. Promoting Your Chapter

**What:** Suggestions for promoting and advertising your chapter.

**Why:** Successful advertising can attract individuals interested in needlework to our organization, potentially resulting in a new member.

**How:** Inexpensive advertising and promoting techniques, such as systematic use of “word of mouth” publicity, and handing out promotional materials.

### *Promoting Your Chapter*

**What:** We must demystify the EGA as a well kept secret. Let’s remember that EGA exists because of its mission: “to promote and preserve the art of needlework”. We are the stewards of this ancient art form and it is up to us to keep it thriving and alive for future generations. Thus, we need to promote EGA at all levels; nationally, regionally and at the chapter level. Although we need to promote, promote, promote, we also need to be patient. It is unrealistic to expect one or more new members as a direct result of each individual effort to promote EGA. It takes time to get the word out. This Guide suggests a number of ways your chapter’s leadership can promote the chapter.

**Why:** One of the most effective ways of bringing members into our organization is by current members sharing information about EGA with friends, family, and colleagues, and inviting them to chapter meetings. We can do this even more effectively and systematically by setting up some goals. However, there are many, many other methods that we can use, and some are absolutely free, to spread the word about our chapters, expand into our communities, and attract a wider range of individuals.

**How:** This section is divided into 4 parts:

- Ongoing announcements in publications.
- Everyday materials to promote your chapter.
- Special events.
- Social Networking

### *Ongoing announcements in publications:*

There are many ways to advertise meetings and special events in publications that are free. Several examples are listed below: (See *Tools page22* for suggestions for effective press releases.)

- **Major newspapers:** Check out special sections or pages that report local events. They usually provide an e-mail address where you can send copy and pictures.
- **Electronic listings:** Many communities have blogs or list-servers that provide regular updates about events and activities.
- Contact **free local publications** that are delivered in neighborhoods or in public areas.
- **Neighborhood association** newsletters
- Individuals who publish multiple association newsletters.
- **EGA Publications:** Offer opportunities to announce upcoming events in the following publications:

- **Inside EGA**
- **Needle Arts**
- EGA website calendar
- Sun Region website
- Sun Region Facebook page

### *Everyday materials to promote your chapter*

There are a variety of items that can be inexpensively printed, that members can carry with them to hand out to individuals showing an interest in EGA. In addition, there are other effective methods that are currently available, that can be creatively utilized to spread the word.

- **Bookmarks** are an effective way to advertise meeting locations and times. A perforated section on the bottom can be used to write recipient's name and contact information. The EGA member keeps this portion and gives the remainder to the potential member. Follow up with the information you collect with e-mail, note or telephone call. *(Examples are included on [page 35](#) of the Tools section.)*
- **Business Cards** are a compact way of distributing information about EGA. Consider the following process:
  - Create your own business cards with the chapter or event logo, and a contact for a designated individual who will welcome guests to an upcoming meeting. *(Examples are included in the Tools section [page 34](#))*
  - Cards are FREE at [www.vistaprint.com](http://www.vistaprint.com) (you just pay shipping).
  - Be sure to provide each chapter member with at least 5 cards. Encourage members to carry the cards in their wallets.
  - Challenge your chapter to see who can hand out all their cards by the next meeting!
- **EGA Girl Postcards** can be ordered through EGA headquarters and shipped to you free of charge. Chapter information details can be printed on the back for a cost of approximately \$0.10 per card.
- **Sun Region Newsletters** in electronic format are available to forward to any outsider that is interested in learning about EGA. Consider removing contact information from your chapter newsletters and make them available to interested individuals outside EGA. Have printed copies available to give to guests at meetings.
- Older issues of **Needle Arts Magazine** provide the ultimate information about our organization. Include a sticker with your chapter's contact information. Leave one at the office of your doctor, dentist or hairdresser's.



### *Promotional materials for a special event*

Special events provide an excellent opportunity to promote your chapter and EGA. It is also an opportunity to express your creativity in the design, format and materials that you use to develop these materials. In addition to presenting “everyday promotional materials”, consider the following:

- **Posters** can be an eye-catching way to advertise a special event such as an exhibit. *(For examples, see appendix [page 39](#)). Examples of possible display locations are:*
  - Jo-Anne’s and other big-box sewing/crafts stores. *(Michaels doesn’t usually participate)*
  - Local Needlework Shops (LNS)
  - Framing Shops
  - Art Galleries
  - Libraries
  - Gyms: *(Shapes, Curves.)*
  - Chamber of Commerce
  - Art Council
- **Invitations** are a personalized way of promoting an event. We suggest you include the recommendation that the recipient invite friends, family and colleagues. *(See Appendix [Page 42](#) for examples)*
  - Write a letter to all region presidents asking them to share your invitation with their chapter members.
  - County dignitaries: Commissioners, Superintendents, Court Clerk *(These individuals usually supervise large groups of employees that they can pass the word on to)*
  - Editors of local publications
  - **All newsletter advertisers**
  - Owners of needlework, frame, quilting, and knitting shops in the area.
  - Other guilds: Quilting, sewing, Art Guild, etc.
  - Directors: Chamber of Commerce and libraries.
- **Brochures** and other publications give you the opportunity to recognize members for their accomplishments and provide details about EGA and your chapter to the public. *(An example of an exhibit brochure can be found in the tools section [page 36](#)). Examples of EGA dialogue that can be modified to fit your needs can be found in the Appendix starting on [page 57](#).)*

### *Social networking on the Internet*

When prospective members are surfing the EGA websites, it is to our advantage that they find information about EGA, our chapters and our special events. They need to be able to contact a representative who will immediately follow up on their questions or requests for information, and most importantly, encourage them to join our organization. An individual in each chapter should be assigned the task of reviewing this information on a regular basis to insure that it is correct.

*(For a description on how social networking operates and the benefits to EGA at all levels, see “Social Networking & Why it is Important to EGA” in the Appendix section starting on [page 61](#))*

- **EGA Website** – The Chapter Directory: ([www.egausa.org](http://www.egausa.org)) site contains information about chapter meetings, locations, dates and times and the e-mail contact of a designated chapter officer. **Corrections must be sent to your RD** at [rd@sunregionega.org](mailto:rd@sunregionega.org).
- **Sun Region Website** – Individual chapter pages: ([www.sunregionega.org](http://www.sunregionega.org)) are set up to contain detailed chapter information about meetings, locations, dates, times and the e-mail address of a chapter officer as well as information about programs, events and special education information. **Corrections must be sent to your webmaster** at [webmaster@sunregionega.org](mailto:webmaster@sunregionega.org).
- **Facebook** – Sun & Sea Embroiderers. Features information and photos about special chapter, regional and national events. **All information should be sent to your RD** at [rd@sunregionega.org](mailto:rd@sunregionega.org).

Opportunities to promote your chapter are available to all members. Once everyone understands that it is the individual member’s responsibility to participate in this important effort, we hope they will take ownership of this activity that is so vital to our survival.

## 21. Tools

**What:** Graphic examples of tools that can be used to assist you in promoting your chapter and EGA.

**Why:** Examples can be used as presented or adapted to suit your chapter's needs.

**How:** These tools are linked to other sections within this guide, especially under Promoting Your Chapter.

### Tools

**What:** Tools included in this section are graphic items that assist member in promoting their chapter's events and providing contact information. These items were introduced in the "Promoting Your Chapter Section". For more details on how to use them, refer to that section. We have included samples of the following:

- Business Cards
- Bookmarks
- Brochures
- Posters
- EGA Girl Cards


**Why:** We included this information to assist you in promoting your chapter and give you a starting point for developing additional or customized versions of your own.

**How:** Check out the examples in this section. Feel free to copy or develop your own. Templates for some of the business cards and bookmarks shown can be downloaded from the Sun Region website [www.sunregionega.org](http://www.sunregionega.org) in the marketing section.

## Business Cards

We have included examples of three designs of business cards that you can create yourself. The process can be as simple as using card stock, a computer template and a paper cutter. You can download a template from our website at [www.sunregionega.org](http://www.sunregionega.org) in the Marketing section. All you need to do is add your logo and individual details. Also, business supply stores (*i.e. Staples, Office Depot, and the stationary section of Wal-Mart etc.*) carry business card stock with information on how to link to their internet location for templates.

#1

	<b>The Embroiderers' Guild of America.</b>
	Name
	Telephone
	E-mail Address
	Dedicated to preserving the Art of Needlework
	<a href="http://www.egausa.org">www.egausa.org</a>

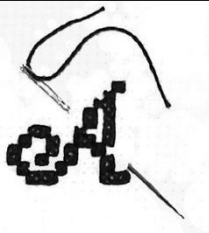
Using "EGA Girl" Logo

#2

	<b>Biscayne chapter of the</b> Embroiderers' Guild of America
	Name
	Telephone
	E-mail address
	Dedicated to preserving the Art of Needlework
	<a href="http://www.egausa.org">www.egausa.org</a>


Using Chapter Logo

#3

	<b>Needle Artistry</b> Embroidery exhibit Feb 25 – March 30, 2010 Alric A Pottsburg Gallery 10230 Ridge Rd. NPR FL, 34654 For more information, contact <a href="mailto:XXYYZZ@verizon.net">XXYYZZ@verizon.net</a>
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Advertising a special event!

#4

<b>Sun Region EGA</b> Preserving the Art of Embroidery  <b>Jenna McClooney</b> Sun Region Director  13631 Allyn Dr Hudson FL, 34667  727.207.0420 <a href="mailto:jennalee@hotmail.com">jennalee@hotmail.com</a> <a href="http://www.sunregionega.org">www.sunregionega.org</a> Facebook: Sun & Sea Embroiderers	
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### Vista Print

You can obtain **free** business cards printed by Vista Print. They provide 250 cards and you only pay shipping. As you step through the process, you will be asked to purchase numerous other products, be patient, you can refuse all of these offers! Go to [www.vistaprint.com](http://www.vistaprint.com)


## Bookmarks

Bookmarks are an effective way to advertise your chapter, provide a local contact and also get contact information for the prospective member so that you can follow up later. *(For a template that you can modify for your own use, go to [www.sunregionega.org](http://www.sunregionega.org), and to "Marketing and download the document.")*

**#1** These bookmarks can be printed on card stock and perforated with one of two methods:

- Use a perforation wheel purchased at Michaels or Joanne's
- Or, using your sewing machine without thread, "stitch" across the line to make a perforation

**#2** Both sides are shown for this laminated bookmark.

<b>The Embroiderers' Guild of America, Inc.</b>	
	
For more information including meeting locations, education programs and other local events, please call:	
Name, phone # or e-mail E-mail address	
Please visit our national website at <a href="http://www.egausa.org">www.egausa.org</a>	
-----	
Date:	
Name:	
Phone #:	
e-mail:	
Notes:	

**SAND DOLLAR CHAPTER**  
Embroiderer's Guild  
Of America



**EGA wants you**


For More Information  
Meeting Locations  
Educational Programs  
Local Events  
Please Call:

Mary:  
386-253-2271  
Peggy:  
386-409-9201

Please Visit Our National Website  
[www.egausa.org](http://www.egausa.org)

The Sand Dollar Chapter  
meets monthly and  
offers programs for all  
embroidery skill levels.  
Monthly meetings focus  
on stitching with hands-on  
programs, workshops & lectures.  
We also have weekly stitch-ins,  
special interest group get-together's,  
correspondence courses, and  
community projects.

FROM BEGINNERS TO  
EXPERIENCED STITCHER'S  
THERE IS SOMETHING FOR YOU:  
CROSS-STITCH, CREWEL,  
HARDANGER, NEEDLEPOINT,  
SILK RIBBON EMBROIDERY,  
BEADING.  
PLUS MANY MORE!



**EGA wants you**

### *Brochures and Posters*

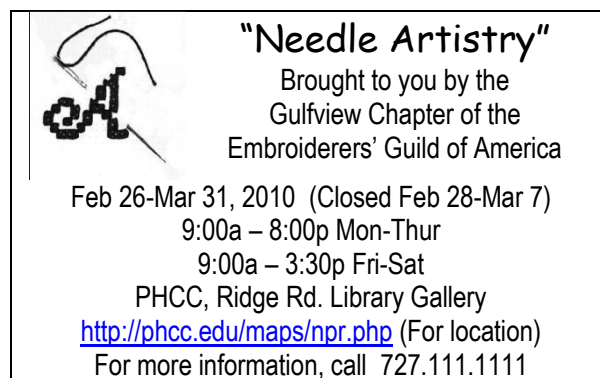
On the next 3 pages, you will find a sample of an exhibit brochure and poster.

The **brochure** is one page, printed on front and back and folded in the middle. This was printed by a professional printer (*Minuteman Printers*) and the cost was .90 cents each (*the usual charge for color printing per page is .45 per x 2 sides = .90.*)

The **Poster** was also printed professionally with 2 per page and then mounted on scrapbook style card stock.

The Gulfview chapter also printed “Ambassador Cards” on regular weight copy paper in a blue that matched the theme of the exhibit. Nine cards were printed per page. Each member of the chapter was given an ample supply of these cards and passed them out to friends, family, neighbors and colleagues.

### *Ambassador Cards*



### *Brochures*

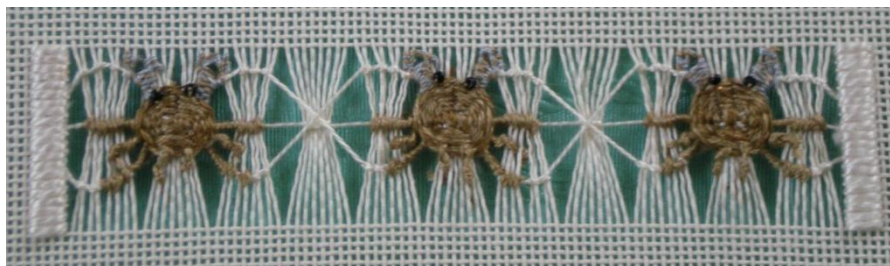
See example on the next 2 pages. The brochure example is printed on one 8 ½ x 11 inch paper – both sides and folded down the middle.



**Needle Artistry** is brought to you by members of the Gulfview Chapter of the Embroiderers' Guild of America

### Exhibitors:

Betsy Agey	Joyce Focht	Daphne (Dee) Mullins
Jean Bilot	Elizabeth Goker	Ruth Nolan
Kathy Bolyard	Katherine G. Goodman	Grace E. Penny
Betty Brandt	Marlene Jackson	Gerry Rairigh
Ruby Busser	Marilee Jett	Joan Rydell
Donna Christie	Barbara Kolodziej	Angeline F. Sparks
Judith DeMeglio	Peg Koloski	Barbra Whetstone
Melodee Dinwiddie	Zeena MacLean	Joanna Williams
	Jenna McClooney	



### Techniques Exhibited:

Counted Cross Stitch, Surface Embroidery, Crewel, Canvas, Needlepoint, Hardanger, Rozashi, Whitework, Temari, Silk & Metal, Beading, Stumpwork, Blackwork, Mixed Media, Basketry, Embellished Gourds and more.

### Gulfview Chapter Exhibit Committee Members:

Betsy Agey, Kathy Bolyard, Joyce Focht,  
Jenna McClooney, Daphne Mullins & Gerry Rairigh

**Our sincere appreciation goes to the PHCC Gallery staff for hosting this event.**

### What is EGA?

*(The Embroiderers' Guild of America)*

The Embroiderers' Guild of America is a non-profit, 501(c)(3), national and international organization with a membership of over 11,000. Members can choose from extensive educational opportunities to learn a vast array of techniques. Embroidery exhibits provide audiences for our artists and a source of understanding, delight, and inspiration for the public. In our headquarters in Louisville KY., EGA preserves and celebrates the art of embroidery through its extensive resource center and collection of over 900 exceptional pieces of embroidery. The EGA offers correspondence courses, multi-session classes, national and regional seminars, teacher and judge certification programs, and advance study programs to its members. For more information, visit [www.egausa.org](http://www.egausa.org).

### Who is the Gulfview Chapter?

Serving the west and central parts of Pasco County, the Gulfview Chapter of the EGA is one of more than 340 chapters throughout the US, Canada and Bermuda. Currently there are 700 members in the 16 Florida chapters. We invite you to get to know us by visiting one of our meetings or informal stitch-ins.

✦ Sept-June: At the Lakeside Club in Hudson

Business meetings: the 2<sup>nd</sup> Wed. of each month – 9:30am-1pm  
Classes and/or informal stitch-ins follow until 3pm.

Additional stitch-ins: the 3<sup>rd</sup> Wed. at the N.P.R Library, 1-3pm

✦ July-Aug.:

No business meetings, just fun and fellowship!  
The 2<sup>nd</sup> & 3<sup>rd</sup> Wed. at the Lakeside Club in Hudson

Whether you are new to stitching or a practiced hand at the art of needlework, we invite you to join us as we share the magical world of embroidery. To learn more about Gulfview Chapter's educational, social and outreach programs, contact:

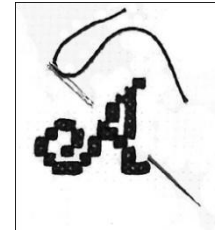
Ms Betsy Agey, President at [eagey@hotmail.com](mailto:eagey@hotmail.com) 813.788.9155



Gulfview Chapter member Donna Christie stitched the needlework pictured in this brochure. You are viewing parts of a larger piece titled "Under the Sea." This beautiful example of embroidery represents a combination of techniques that involve pulled thread and needle weaving. The designer of this piece is Barbara Bolton who also taught the class. It is an excellent example of one of the many benefits EGA members enjoy.

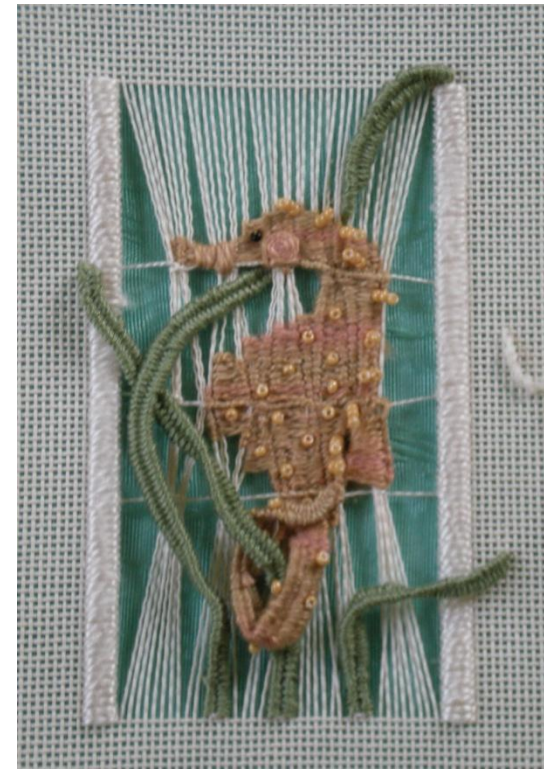


*EGA's mission is "to stimulate appreciation for and celebrate the heritage of embroidery by advancing the highest standards of excellence in its practice through education, exhibition, preservation, collection and research."*



## ***Needle Artistry***

A fascinating display of embroidery techniques from around the world and other delights, created with a needle and thread



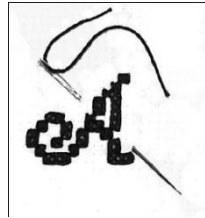
*Presented by:*

**The Gulfview Chapter of the Embroiderers' Guild of America  
February 25 - March 31, 2010**

Alric C.T. Pottberg Library Gallery  
Pasco-Hernando Community College, West Campus



This exhibit poster was displayed in numerous public locations such as libraries, needlework shops, framers, gyms, salons, art galleries, chamber of commerce, and bead shops.



# Needle Artistry

*Presented by Gulfview Chapter  
Embroiderers' Guild of America*

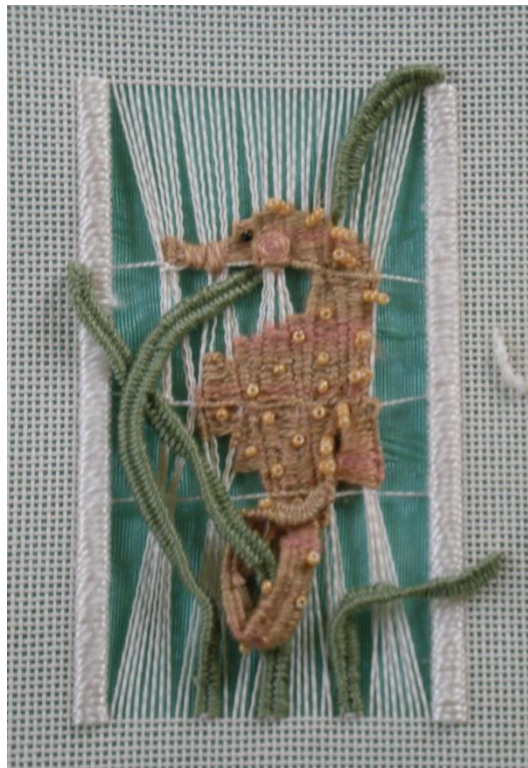
**Feb. 25 – Mar. 31**

9:00a – 8:00p M-Th

9:00a – 3:30p F-Sat

*Closed during  
Spring Break  
Mar 1-7*

For more info:  
727.861.3610



*"Under the Sea" Artist: Donna Christie  
Designer: Barbara Bolton*

**Explore the diverse world of art  
created with a needle and thread!**

**Alric C.T. Pottberg Library Gallery  
Pasco-Hernando Community College, Ridge Rd. Campus  
[www.phcc.edu/gallery](http://www.phcc.edu/gallery)**

*Example of a poster created by the Neapolitan chapter for their 2010 exhibit.*



The Neapolitan Chapter of the  
Embroiderers' Guild of America  
Presents

**A NEEDLEWORK EXHIBIT**  
**FEBRUARY 18, 19, & 20**

Opening Thursday 12:00 to 4:00  
Friday and Saturday 10:00 to 4:00

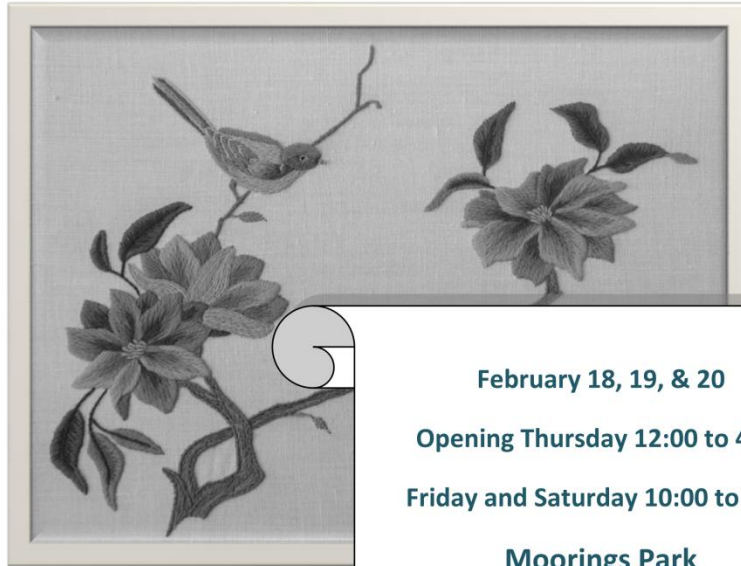
Moorings Park Auditorium At the Main Entrance  
120 Moorings Park Drive

Directions: Goodlette Frank Road east side, south of Pine Ridge

The Neapolitan Chapter of the Embroiderers' Guild of America Presents

# THE ART OF EMBROIDERY

## A NEEDLEWORK EXHIBIT



**Boutique**

**Demonstrations**

**Opportunity Basket**

**Tea Cup Auction**

**February 18, 19, & 20**

**Opening Thursday 12:00 to 4:00**

**Friday and Saturday 10:00 to 4:00**

**Moorings Park**

**Auditorium**

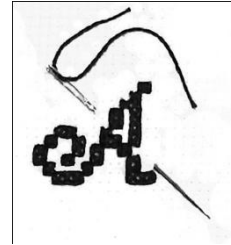
**At the Main Entrance**

**120 Moorings Park Drive**

**Directions: Goodlette Frank Road  
east side, south of Pine Ridge**

\$5.00 Donation

This is a sample of an invitation card. Blank cards with envelopes can be purchased at stores like Joanne's and Walmart. In the example below, a photograph of an enlarged section of embroidery was glued to the front. The message was printed on Vellum and held inside the card with a strand of Kerenek metallic thread, tied on the outside.



*Dear Ms Morrell*

*You are cordially invited to attend the opening reception of "Needle Artistry." We hope you will join us and explore the diverse world of art created with a needle and thread...*


*on February 25, 2010 - 3:00pm to 7:00pm  
at the Alric C. T. Pottberg Library Gallery  
Pasco-Hernando Community College  
Ridge Road. Campus.*

*Presented by the Gulfview Chapter  
of the Embroiderers' Guild of America*

*Exhibit continues Feb 26 through Mar 31  
9:00am - 8:00pm M-Th, 9:00am - 3:30pm F-Sat  
Closed Sundays & during Spring Break Mar 1-*

6

**Insert for Invitations**

	Please feel free to extend this invitation to your family, friends and colleagues
Contact _____ at _____	
	if you have questions.



## EGA Girl Postcards

These cards can be ordered directly from EGA headquarters. The requested supply will be sent to your chapter without charge. Contact headquarters to order:

A postcard for The Embroiderers' Guild of America (EGA). The top yellow banner reads "PASSIONATE ABOUT NEEDLE ARTS?". A central illustration shows a woman in a black dress with a white collar and a black hat with a red flower, pointing at the text "EGA wants you" on a red background. A red thread is being stitched into the letters of "you". A circular border around the illustration lists various needle arts: Assisi, Beading, Blackwork, Pulled & Drawn Thread, Silk Ribbon Embroidery, Silk & Metal Thread Work, Surface Embroidery, Cross-Stitch, Goldwork, Canvas Work, and Stumpwork & Dimensional Embroidery. A needle is shown stitching the red thread. The bottom section contains the text "Beginners to Experts – Join the fun and fellowship of fiber lovers" followed by a list of activities: GROUPS: LOCAL and ONLINE, COURSES: INDIVIDUAL and GROUP, SEMINARS and WORKSHOPS, and PROJECTS and PUBLICATIONS. The EGA logo is to the left of this list. The bottom blue banner reads "The Embroiderers' Guild of America".

**PASSIONATE ABOUT NEEDLE ARTS?**

Assisi • Beading • Blackwork • Pulled & Drawn Thread • Silk Ribbon Embroidery • Silk & Metal Thread Work • Surface Embroidery • Cross-Stitch • Goldwork • Canvas Work • Stumpwork & Dimensional Embroidery

**EGA wants you**

All ages welcome!

**Beginners to Experts – Join the fun and fellowship of fiber lovers**

**GROUPS:** LOCAL and ONLINE  
**COURSES:** INDIVIDUAL and GROUP  
**SEMINARS and WORKSHOPS**  
**PROJECTS and PUBLICATIONS**

*The Embroiderers' Guild of America*



## The Gulfview Chapter of The Embroiderers' Guild of America

Whether you are new to stitching or a practiced hand at the art of needlework, we invite you to join us as we share the magical world of embroidery.

From September through June, business meetings are held the 2nd Wednesday from 9:30 am to 1:00 pm at the Lakeside Club in Hudson.

Meetings are followed by classes or stitching on individual projects.

During these months, stitch-ins are held the 3rd Wednesday at the New Port Richey City Library from 1:00 – 3:00 pm.

Business meetings are not conducted in July and August, but informal stitch-ins are planned for the 2nd and 3rd Wednesday at the Lakeside Club in Hudson from noon until 3:00 pm.

### **Membership in the Gulfview Chapter of EGA offers:**

- workshops & seminars with local and professional teachers
- correspondence Courses
- EGA's NeedleArts magazine
- one-on-one mentoring
- social networking
- opportunities to give back to the community in the form of outreach projects
- fun and fellowship.

### **For More Information**

Contact Jenna McClooney  
727.207.0420 [jennalee@hotmail.com](mailto:jennalee@hotmail.com)  
Visit our website at [www.egausa.org](http://www.egausa.org)



## The Indian River Chapter of The Embroiderers' Guild of America, Inc

General meetings are held the 3rd Monday of each month, except December and the 2nd Monday in January and February.

Time: 9:30 - 12:00 am Front Street Civic Center, Melbourne

### **Night Meetings:**

1st & 3rd Tuesday from 6:30-8:30 pm at the Central  
Brevard Library, 308 Forrest Ave, Cocoa

2nd & 4th Tuesday from 7:00-9:00 pm at the Ascension  
Lutheran Church, 1053 Pinetree Dr, Indian Harbour Beach

### **Membership in the Indian River Chapter of EGA, Inc. offers:**

Workshops & Seminars  
Correspondence Courses (Group and Individual)  
Special Events

### **Learning Opportunities in the following:**

Assisi Embroidery - Blackwork - Brazilian Embroidery - Crewel  
Cutwork - Drawn Thread - Hardanger - Needlepoint - Pulled Thread  
Silk & Metal Embroidery - - And Many Others

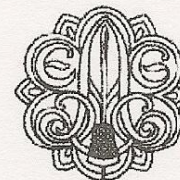
FOR MORE INFORMATION CALL

725-2634

or

visit our website at

[www.geocities.com/indianriverega](http://www.geocities.com/indianriverega)



## Appendix

### **This Appendix contains the following information:**

- Tools for assessing your chapter.
- Bibliography of “NeedleArts” articles on recruiting and retention.
- Suggestions for Creating an Effective Press Release.
- Best Practices for Press Releases.
- Appealing to Your Target Audience: Understanding the Generations.
- Exit Questionnaire (To determine why a member does not renew).
- EGA Dialogue (Information about EGA that can be included in promotional materials)
- Social Networking and Why it is Important to EGA
- A Bit of fun!



## Tools for Assessing Your chapter

The following 5 pages are to help you determine the strength and weakness of your chapter's promotion efforts. You will score your chapter's activities in a variety of categories. For a complete introduction, see Assessing Your Chapter section on [Page 9-10](#).

### Capacity Assessment form

#### CATEGORY

#### Marketing Capacity Level

<b>Membership</b>	<b>√</b>	<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>
<ul style="list-style-type: none"> <li>Retaining Members</li> </ul>	#1  #2  #3	We have no particular policies or tactics to retain our members; we have no documented retention targets (i.e. goals that state how many current members we want to retain for the next twelve months).	We remind members to pay their dues regularly, and keep our membership list up to date, but no-one is really in charge of retaining members	Our membership committee addresses retention regularly. Board and committee members regularly phone members; we have an 'ambassador' function; and we do other things from time to time to keep members engaged and happy.
<ul style="list-style-type: none"> <li>Recruiting Members</li> </ul>	#1  #2  #3	We have no formal recruiting methods, relying instead on our listings in local newspaper/radio community calendars. We have no documented recruiting targets (i.e. goals that state how many new members we want to bring into the chapter in the next year).	We make a concerted effort to recruit new members through the use of newsletters, community calendars, exhibits and the like.	We make a concerted effort to recruit new members. We have documented goals for increasing overall membership year after year. Our membership committee uses various techniques to recruit new members.
<ul style="list-style-type: none"> <li>Membership Demographics</li> </ul>	#1  #2  #3	Most of our members are older than 55 years, and have been members for 5-10 years or more.	We have a reasonable number of members younger than 55 years.	We have efforts in place to bring in new members between 40 and 55 years old or even younger; we welcome all members regardless of age.
<b>Page Total</b>				



CATEGORY		Marketing Capacity Level		
<i>Leadership</i>	√	Level 1	Level 2	Level 3
<ul style="list-style-type: none"> <li>Mission and Vision</li> </ul>	#1  #2  #3	We have no written vision and/or mission, other than what may be available in Regional or National documents	Our mission and vision are documented in our board notebooks, policies, and maybe on our website.	We have our mission and vision reproduced everywhere: business cards, flyers, website, newsletters, etc.
<ul style="list-style-type: none"> <li>Planning</li> </ul>	#1  #2  #3	We don't spend much time in board meetings talking about promoting our chapter.	We occasionally discuss promoting events, but only occasionally discuss recruiting and retention.	Recruiting and retention are key elements of our chapter's strategic plan and we assess our progress on a regular basis.
<ul style="list-style-type: none"> <li>Committee Service</li> </ul>	#1  #2  #3	We are able to fill most or all committee chair positions.	Committee chairs invite new and current members to serve on their committees.	Some of our chairmen serve as mentors to new members to prepare them for future office. We use the concept of committee service to link members closer to the chapter and as a result, more members are willing to actively serve
<ul style="list-style-type: none"> <li>Board policies and procedures</li> </ul>	#1  #2  #3	We have some, but they might not be up to date or easy to find.	We have up to date policies and procedures, but there's not much in them about marketing.	We have documented policies about marketing and promoting our chapter, and someone is responsible for implementing them.
Page Total				

CATEGORY		Marketing Capacity Level		
<i>Meetings</i>	√	Level 1	Level 2	Level 3
Membership Meetings	#1  #2  #3	We assume that our members know when and where to meet.	We announce our next meetings in our newsletter, along with committee reports and other news.	Our meetings are announced in our newsletter, on our website, and in any other community service board, newspaper calendar, and online service we can find.
Board Meetings: Attendance	#1  #2  #3	We always hold board meetings at a designated time, day and place. Everybody knows when we're supposed to meet.	A board officer is responsible for asking for reports in advance and sending an agenda prior to the meeting. Board members are responsible for advising president if they cannot attend.	The attendance level of our board meetings is good, they are productive and members are prepared to report on their area of responsibility.
Special Purpose Meetings (Stitch-Ins, GCC, Stitch-In-Public Days, etc.)	#1  #2  #3	We try to publicize upcoming events in newsletters and other ways, but we're not always able to do so.	We talk about upcoming events at meetings and publicize them in our newsletters.	We always publicize all events in newsletters, on our website, in any newspaper calendars or other public service announcements, as well as announcing them at membership meetings.
Page Total				

CATEGORY		Marketing Capacity Level		
<i>Marketing &amp; Promotions</i>	√	Level 1	Level 2	Level 3
Newsletter & Communications	#1 #2 #3	We publish a newsletter using hard copy and direct mail. We only send it to members. Newsletter copy emphasizes recent events.	We send an electronic newsletter as an e-mail attachment, for members only. We print copies for those members who do not use e-mail.	We use either an automated newsletter service or desktop publishing and send at least one email blast per month; members can share their newsletters with individuals outside of EGA, especially prospects.
Links to the Sun Region Website	#1 #2 #3	We have a chapter page on the region website, and occasionally submit updates.	Our website page contains basic chapter information including meeting location, dates, and chapter contact. We provide updates regularly. t	Our page is updated regularly, has a calendar, we provide up to date information about events, upcoming meeting programs and education programs.
Public Relations	#1 #2 #3	We sometimes submit our events to a local newspaper or radio calendar	We routinely submit our events to local newspaper, radio and on-line calendars	We routinely submit news and events to newspapers, radio, online and other ways to publicize upcoming events, including posting them to the Region Facebook page.
Traditional Marketing (business cards, brochures, flyers, give-aways, etc.)	#1 #2 #3	We have no up-to-date materials like that.	We have had flyers or bookmarks and plan to do some again.	We have up to date business cards, brochures, bookmarks, etc. and all members are given a supply and actively use them.
Page Total				

CATEGORY		Marketing Capacity Level		
<i>Community Awareness</i>	√	Level 1	Level 2	Level 3
Exhibits	#1 #2 #3	We try to hold a mini exhibit in a public place annually or hold a regular exhibit every 2 or 3 years.	We have been successful at holding exhibits every year and plan to continue doing so.	We regularly exhibit at a major public venue at least once a year and are always looking for additional opportunities to set up exhibits.
Joint Ventures	#1 #2 #3	We participate in community events by attending with signage, brochures and manning a table.	We look for opportunities to hold mini-exhibits, demonstrations, etc. at various sponsored venues. We include publicity.	Maximize opportunities to set up joint events with known clubs, organizations and other not for profit groups.
Outreach	#1 #2 #3	We participate in several outreach projects.	We participate in various outreach projects and publicize our chapter's involvement.	We maximize the opportunity to promote EGA and our chapter through our outreach projects.
Relationships with Arts Institutions, Public Libraries etc.	#1 #2 #3	We have no such standing relationships although we have worked with our local museums (libraries, etc.) from time to time	We have a good relationship with one or two such institutions.	We have a functioning relationship with several such institutions, and one of our board members is responsible for maintaining them and bringing in more.
Page Total		Grand Total		

## **NeedleArts Archives Bibliography**

Articles featuring Membership Recruiting & Retention.

***The following issues of EGA NeedleArts contain helpful information about recruiting and retaining members.***

Sept 1999, p51 – Membership Retention: Whose Job is it, anyway? by Eileen Gibbs

June 2000, p8-9 – A Game Plan to Add New Members, by Mary Stuart Link

March 2001, p57 – Focus on Membership, by Mary Dell Talander

June 2002, p14-16 – Recruitment & Retention, by Cissy Smith (Membership Committee Chair 2001-2003)

Sept 2002, p10 – Successful Strategies, by Cissy Smith

Sept 2002, p11 – Members-At-Large; EGA Resources, by Cissy Smith

Dec 2002, p18-19 – Recommendations for Success, by Cissy Smith

March 2003, p10-12 – Publicity, Education & Involvement, by Cissy Smith

June 2003, p48-49 – Membership & Basics plus – Next Steps, by Cissy Smith & Lynn Schamberger

Sept 2003, p51-52 – Membership Gleanings, by Cissy Smith

Dec 2003, p45-47 – Working Together to Build Membership, by Cissy Smith

March 2010, p40-41 – Want Visibility? Here's How!, by Lea Peacock

June 2010, p44-45 – Five Easy Ways to Promote Your Chapter, by Colleen Leader

## Press Releases

### **Basic Suggestions**

The following information was originally sent to all chapters via the “President’s mailing” prior to the first ‘Stitch in Public’ event in 2008. These concepts were also presented in the March 2010 issue of NeedleArts.

By following these basic suggestions, your articles will be concise, contain all necessary information and be more likely to be printed.

- E-mail your press release.
- Don’t send massive attachments.
- At the bottom of each page type: #####, indicating that page is the end of the release or mark with “more” if it is not, and there are additional pages.
- Send your release between three and five weeks in advance of the event.
- For Macintosh users, please put the file extensions on attached files – i.e. PDF, DOC
- Always include: **WHAT, WHERE, WHY, HOW, WHEN** and **WHO**. These are the mechanical fundamentals and readers need to know them.
- Make sure you send the information to the best person at the right media outlet for the story. Generally this would be a features writer who covers visual arts or education, in our case.
- **Spell check!**
- Avoid “puffery” (words that are too subjective and gushy). Get creative and find the unique angle which works.
- The person writing the release must be reachable. Provide daytime and after-hours contacts, email addresses and phone numbers. Return messages promptly!
- Thank the media if they do run your story, if they don’t run it, you want to follow up to find out how to be more successful in the future.
- Do NOT lambaste media for not running a story!

Do you want to see if your press release is going to be effective? Check out this website. It will rate your press release:

**Press Release Grader:** This press release grader will provide an instant report by flagging mistakes and providing suggestions for improvement.

The website is: <http://pressrelease.grader.com/>

The following information was also sent to all chapters via the “President’s mailing” prior to the first “Stitch in Public” event in 2008.

**For immediate release**

**Date:**

**Contact:** Chapter contact name

**Phone**

**Cell**

**E-mail**

*Chapter Name*  
*The Embroiderers’ Guild of America*

**What:** (Chapter Name) of the Embroiderers’ Guild of America is participating in National ‘Stitch in Public’ Day – kicking off National Embroidery Month.

**When:** Date, Time

**Where:** Address of Stitch In

**What:** Describe the activity:

**About your chapter:**

**Contact info:** Name to contact, meeting location(s) and times, what activities you engage in.

The chapter welcomes anyone who wants to learn about embroidery, stitch, *and* have fun.

About the Embroiderers’ Guild of America

EGA is the leader in needle arts education in the United States. It is the national resource for research, education, preservation, and certification programs that foster individual achievement and expression, and promote the appreciation of embroidery. In our 345 chapters across the country, our more than 12,000 members engage in activities that help develop their artistic ideas and technique, and share their love of embroidery. EGA offers classes to students at all skill levels in a wide variety of techniques. EGA’s publications offer projects, stitching related information, events calendars, and book reviews.

About Embroidery

**Definition:** Embroidery is the process of forming textile designs with a threaded needle, embracing both traditional and contemporary needlework as an art form.

**Techniques:** appliqué, bargello, beading, blackwork, crewel, cross stitch, cutwork, drawn thread, pulled thread, machine embroidery, needlepoint, quilting, Rozashi, smocking, stumpwork, surface embroidery, and whitework.

## Appealing to Your Target Audience

### ***Understanding the Generations:***

Research has been done to identify personality traits that are present in different age groups. After the “target audience” for recruiting is established, the following information is helpful to understand the organizational structure that is most appealing to these groups.

**Traditionalists** (Prior to 1946) – Team players, less casual dress, faith in institutions, respect authority, fiscally conservative, consider leisure time as the reward for working hard. (High School)

**Baby Boomers** (1946-1964) - Career is the focus of life, casual, question authority, remain idealistic and optimistic. Work hard to provide opportunities for leisure, emphasis on personal growth. Like to spend and feel entitled to success. (College Degree)

**Generation X** (1965-1981) - Adopt own unique style of clothing, leisure activities are a welcome respite from work. Ignore authority and may reject leadership opportunities. Think globally, committed to diversity and prefer informality. Flexible. Internet savvy

**Millennial or Gen Y** (1982-2000) -Lifelong learning is a goal, but don't necessary feel compelled to get a degree. Respect authority (but not blindly), and tend to be confident and socially conscious. Dress how they want, leisure activities is an integral part of life. Team players.

### ***Conclusions: Why should we consider this information?***

1. What intrinsically motivates one person may not motivate another. It may be necessary to reassess and reframe the features and benefits of the organization to be more inclusive of diverse women.
2. An understanding of the role and practice of leadership differs generationally. The scope and type of chapter administration activities may need to be redefined to satisfy alternative beliefs about leadership involvement.
3. Group or community interaction may not bear the same importance to some as to others. Some members work better in groups, while others may prefer to engage in a task on their own terms.
4. Outward appearances or surface characteristics may not accurately reflect a person's potential. Given a chance someone who doesn't appear to “fit in” may surprise you.

**Ultimately what binds us together is friendship. There is a need to build bridges across generations. We need to figure out how to meet the needs of current and future members.**



## Exit Questionnaire

*The following are questions that can be asked of a member who decides not to renew, if the opportunity arises. You will learn more by talking to the departing member than asking him or her to fill out this form. An interview either in person or by phone would be more personal.*

1. What caused you to initially consider not renewing your membership?

- { } Career change. *(Returned to work, changed jobs etc.)*
- { } Unable to actively participate due to time restraints.
- { } Unable to actively participate due to health issues.
- { } Unable to actively participate due to family member's health issues.
- { } Relocation – moving out of the area.
- { } More active in other associations.
- { } No longer interested in embroidery.
- { } Not interested in programs that the chapter provides.
- { } Not interested in programs that EGA (national) provides..
- { } Other *(please explain below)*

Other:

2. What was the deciding factor behind your decision not to renew?

3. How did you make this decision?

4. Is there anything that EGA or your chapter could do to retain your membership?

5. To finish, I would like to ask a couple of questions on these specific concerns that you had. *(Develop these questions based on replies to your previous questions.)*

***The following information can be included in promotional material, advertisement and brochures.***

Select portions of this information to insert in local chapter promotional materials. Use information that suits the message that you wish to convey.

*Note: Do not be intimidated by including the fact that we are a (501(c)(3) organization. Many businesses, organizations and individuals look for this statement to validate our organization.*

- The Embroiderers guild of America is a non-profit (501(c)(3) organization with approximately 11,000 members throughout the USA, Canada and Bermuda.
- The mission of EGA is to stimulate appreciation for and celebrate the heritage of embroidery by advancing the highest standards of excellence in its practice through education, exhibition, preservation, collection, and research.
- In 1958, the EGA was established as a branch of the Embroiderers' Guild of London (est. 1906). In 1970, the EGA withdrew from the London Guild, and the Embroiderers' Guild of America came into being. Since then, we have lived our vision through an emphasis on education, and acquiring and preserving a collection of over 900 pieces of fine needlework in our National Embroidery Museum and Resource Center located in Louisville, KY.

***Organization***

- The EGA's membership is divided into 13 regions throughout the US and Canada. Most members belong to one of our 340 chapters. In addition to holding regular meetings, chapters offer our members educational, outreach and social opportunities. We also have an active Internet (Cyber) chapter with worldwide membership and a "Members at Large" program for embroiderers who do not live a reasonable distance from an established chapter.

**What is EGA? (The Embroiderers' Guild of America)**

- The Embroiderers' Guild of America is a non-profit (501(c)(3), national and international organization with a membership of over 11,000. Members can choose from extensive educational opportunities to learn a vast array of embroidery techniques. Embroidery exhibits provide audiences for our artists and a source of understanding, delight, and inspiration for the public. In our headquarters in Louisville KY, EGA preserves and celebrates the art of embroidery through its extensive resource center and collection of over 900 exceptional pieces of embroidery. EGA offers correspondence courses, multi-session classes, national and regional seminars, teacher and judge certification programs, and advance study programs to its members. For more information, visit **[www.egausa.org](http://www.egausa.org)**.

- **The Embroiderers' Guild of America (EGA)** is a national non-profit educational organization offering study and preservation of the heritage and art of embroidery. EGA maintains an Embroidery Museum and Resource Center, located in Louisville, KY. The center is our primary location for education, distribution of needlework related materials, and publications to members and to the public.

***Specific information:***

- EGA membership is open to anyone interested in needlework, from the beginner to the professional.
- Members work within local chapters or a member-at-large network, to improve their skills and knowledge.
- Chapters offer scheduled meetings, workshops, lectures, and stitch-ins.
- We offer individual and group correspondence courses, and teacher and judge certification programs.
- Nine separate disciplines in master craftsman programs are offered.
- EGA and its chapters regularly hold workshops featuring local, national and internationally recognized teachers and artists.
- A traveling national, juried exhibit is sponsored every three years with both members and non-member submissions
- EGA's textile collection of nearly 900 pieces is an available resource for study and research.
- **For Complete Membership Information, Please Contact:** *The Embroiderers' Guild of America., 1205 East Washington St Ste 117, Louisville KY 40206* or email: [EGAHQ@egausa.org](mailto:EGAHQ@egausa.org)  
Or Visit [www.egausa.org](http://www.egausa.org)

***From 'Stitch in Public' Materials***

- EGA is the leader in needle arts education in the United States. It is the national resource for research, education, preservation, and certification programs that foster individual achievement and expression, and promote the appreciation of embroidery. In our 345 chapters across the country, our more than 11,000 members engage in activities that help develop their artistic ideas and technique, and share their love of embroidery. EGA's publications offer projects, stitching related information, events calendars, teacher biographies and book reviews.

***Definition of Embroidery***

- Embroidery is the process of forming textile designs with a threaded needle, embracing both traditional and contemporary needlework as an art form.

***Techniques***

- Appliqué, bargello, beading, blackwork, crewel, cross stitch, cutwork, drawn thread, pulled thread, machine embroidery, needle point, quilting, Rozashi, smocking, stumpwork, surface embroidery, and whitework.

***From the Gulfview exhibit brochure:***

**What is EGA?**

*(The Embroiderers' Guild of America)*

The Embroiderers' Guild of America is a non-profit, 501 (C)(3), national and international organization, with a membership of over 11,000. Members can choose from extensive educational opportunities to learn a vast array of techniques. Embroidery exhibits provide audiences for our artists and a source of understanding, delight, and inspiration for the public. In our headquarters in Louisville, KY, EGA preserves and celebrates the art of embroidery through its extensive resource center and collection of over 900 exceptional pieces of embroidery. The EGA offers correspondence courses, multi-session classes, national and regional seminars, teacher and judge certification programs and advance study programs to its members. For more information, visit **[www.egausa.org](http://www.egausa.org)**.

Whether you are new to stitching or a practiced hand at the art of needlework, we invite you to join us as we share the magical world of embroidery. To learn more about Gulfview Chapter's educational, social and outreach programs, contact: *President's Name & E-mail*

***From Sun Region Exhibit 2008 Brochure:***

***Embroiderers' Guild of America***

EGA is a non-profit organization with approximately 11,000 members throughout the USA.

*"The mission of EGA is to stimulate appreciation for and celebrate the heritage of embroidery by advancing the highest standards of excellence in its practice through education, exhibition, preservation, collection and research."*

In 1958, the EGA was established as a branch of The Embroiderers' Guild of London, (established 1906). In 1970, the EGA withdrew from the London Guild and the ***Embroiderers' Guild of America*** came into being.

Since then, we have lived our vision through an emphasis on education and acquiring and preserving a collection of over 900 pieces of fine needlework located at our National Embroidery Museum and Resource Center located in Louisville, KY.

For additional information on the ***Embroiderers' Guild of America, Inc*** visit our website at **[www.egausa.org](http://www.egausa.org)** and enjoy reading "About Us" in the left side menu

***From Current EGA Website***

**The Embroiderers' Guild of America, Inc., (EGA)**, is a national non-profit educational organization offering study and preservation of the heritage and art of embroidery. EGA maintains an Embroidery Museum and Resource Center, located in Louisville, KY. The center is our primary location for education, distribution of needlework related materials, and publications to members and to the public.

- EGA membership is open to anyone interested in needlework, from the beginner to the professional.
- Members work within local chapters or a member-at-large network to improve their skills and knowledge.
- Chapters offer scheduled meetings, workshops, lectures, and stitch-ins.
- We offer individual and group correspondence courses and teacher and judge certification programs.
- Eleven separate disciplines in master craftsman programs are offered.
- EGA and its chapters regularly hold workshops featuring local, national and internationally recognized artists.
- A national, juried exhibit is sponsored every three years with both members and non-member submissions.
- EGA's headquarters houses a textile collection of nearly 900 pieces acquired through the generous donations of those who recognize our dedication to the preservation of textiles, and the promotion and education of needle arts. The collection, established as a resource for study and research, is made available to the membership for study as well as for exhibits.

## Social networking & Why it is Important to EGA

Are you on Facebook? Do you use it to keep in touch with family and friends and share pictures of the grand-kids?

You might be surprised that Facebook is becoming one of the most popular means for small businesses to advertise and market their services or products. This activity is considered business or organization networking. This goes way beyond the common perception that it is for young kids or grandmothers who want to receive pictures of the little darlings. And it is completely free!

Businesses and organizations take advantage of the “viral marketing” aspect of Facebook. On the Internet, viral marketing is any marketing technique that induces web sites or users to pass on a marketing message to other sites or users, creating a potentially exponential growth in the message's visibility and effect. Some other descriptive terms could be: avalanche marketing, cascading style marketing, exponential marketing, and organic marketing.

Basically, Facebook is a very simple way of promoting EGA and we don't have to go to an outsider and pay them to do it. Every one of our members has the potential to participate.

So how does this work?

- In your browser, go to [www.facebook.com](http://www.facebook.com) and create your own page. It is a simple form and only takes a moment.
- Next, ask family and friends to be your “Facebook friends.” Again, this is an easy process. If you have any problem, call up your computer savvy friend or relative, and ask them to help you.
- Now you have established your own little network.
- If you use the search feature, you can look up ‘Sun and Sea Embroidery’ and with one click you will indicate you like this site and now you are part of the group.
- At this point, all of your friends will now receive a little note on their wall that says you are now a friend of Sun and Sea Embroidery.
- Some of them may be curious and go to the link that is provide and see what this is all about.
- Some of these people will become a fan and **their** friends will see this... do you see how easily this can expand?

You can be even more proactive and go to the ‘Sun and Sea’ page and click on “Suggest to Friends”. The ones you invite will receive a little message that **you** want them to become a fan.

### What's on our Sun Region Facebook?

- **Events:** This section includes current, future and past events. There is plenty of space for future events, but included already are the following:
  - Chapter exhibits.
  - Sun Region Seminars.
  - EGA National Seminars.
  - Sun Region Board Meetings.
  - Special Individual Collections.
  - Chapter stitch-ins and other activities.
- **Photo Albums.** The albums contain photos from chapter events.
- Our **mission statement** is displayed.
- A place for discussion or blog.
- And more to come!

There probably is **not** a single person in the Sun Region that has not either said, or heard others say: **“We really need some new blood in this organization!”**

One of the reasons we are losing members is the ageing process – it’s normal, natural, and even if we are the most welcoming chapter, we have a program for everyone, we are kind and loving towards our members, and if heaven forbid we even gave out free memberships, we would still lose some of our members to the ageing process.

We also experience, way too often, the problem of having a very difficult time finding competent and willing individuals to take on chair positions, officer positions or volunteer for any chapter activity.

This all leads to the concept that although we welcome with open arms, everyone who wants to join our organization, we do need to think about **targeting** an age range that hasn’t **been there and done that**, and has some energy left in them that would bring new and refreshing ideas to the table.

So, perhaps we need to target prospective members in the age range of 45-60. Or younger, if possible.

By actively pursuing some of the new arenas, like ‘Facebook’ and ‘Linked-in’ (a more business oriented network), or ‘Twitter’, we have a better chance of reaching our target group that enjoys interacting on the internet.

That leads us to a possible look at where we might be headed. We currently have two forms of EGA; one, the traditional group that meets face to face at a set location and conducts chapter meetings, (some call it the “physical EGA”), and the other group that is the “cyber” EGA.

We have Cyber Stitchers, (over 250 members), that cover all of EGA and, for administration purposes, fall under the Tennessee Valley Region. Recently we approved a new e-chapter that is under the direction of the Greater Pacific Region. The difference between the two groups is that the members of the e-chapter, called “Pacific” pay region dues and participate directly in region activities.

Pacific members are individuals who may work full-time, or are not particularly interested in going to meetings. They have a passion for needlework, want EGA educational opportunities, and are quite comfortable spending time on their computer in addition to doing needlework.

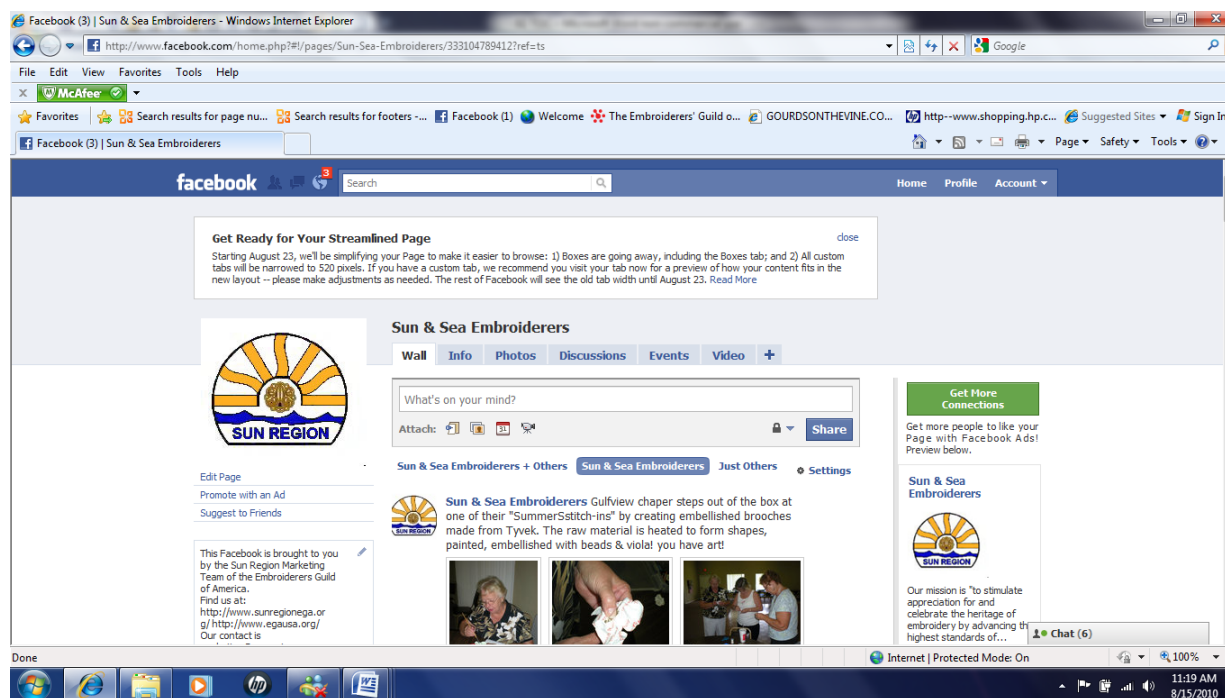
We need to take this change in interest seriously. The cyber interested member will play a very important part in our future. No, we won't discount the importance of the physical chapter, but if we want to really grow, we have to include this cyber dimension. One of the most powerful internet groups going right now is called "Ravelry". This is a knitting group that is on the internet and has at least 500,000 members. They are paving a new road for successful cyber organizations.

The bottom line is that in order to survive, we have to provide what people want while staying true to our mission, our values and preserving the wonderful art of embroidery.

By actively pursuing some of the new avenues, like 'Facebook', we can try to interest this younger group of potential members who respond to the internet.

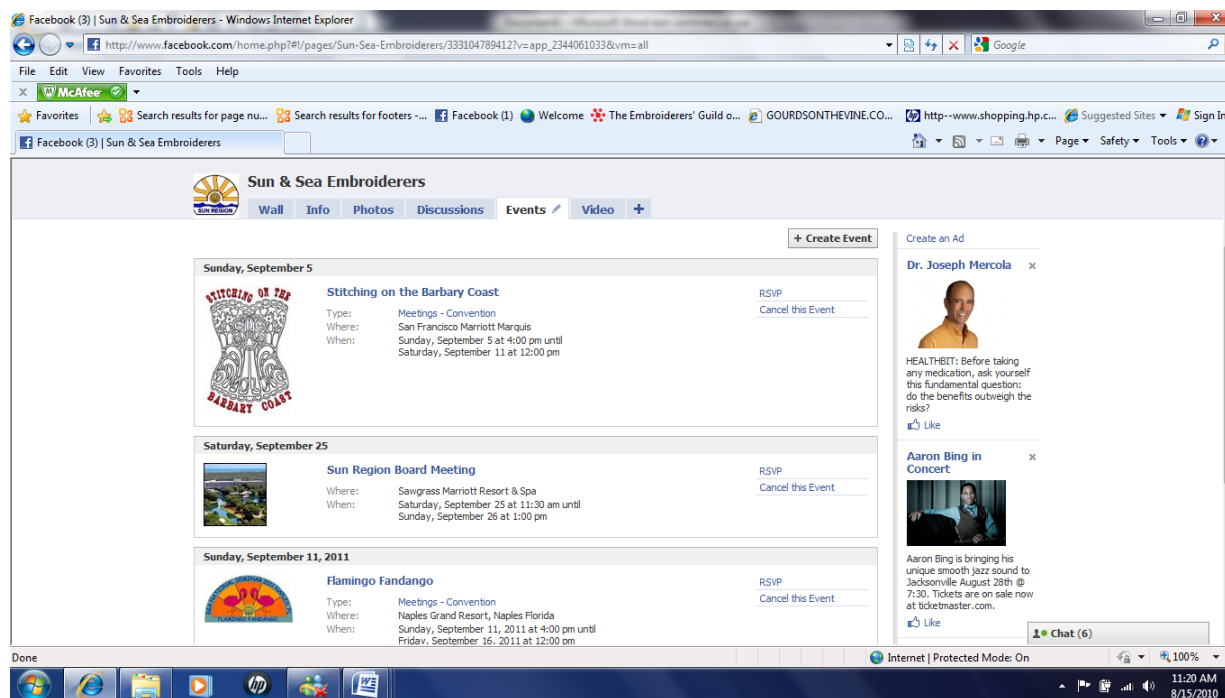
We need to open our minds up to diverse ways to promote EGA.

### Sun Region Facebook Home Page – "Sun & Sea Embroiderers"





## Sun Region Facebook – “Events”



## Sun Region Facebook – a few of the many “Photo Galleries.”



Tribal wisdom of the North American Indian, passed on from generation to generation, says that:

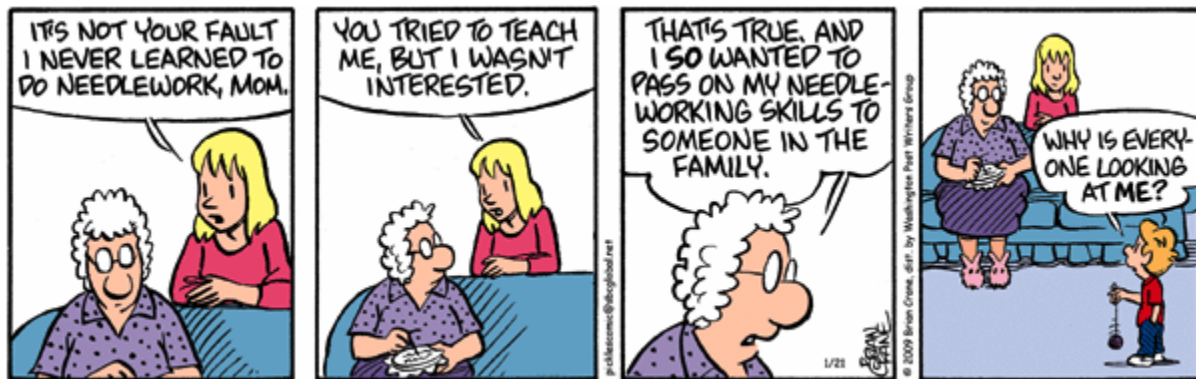
***“When you discover that you are riding a dead horse, the best strategy is to dismount.”***

However, in some groups, more advanced strategies are often employed such as:

1. Buying a stronger whip.
2. Changing riders.
3. Appointing a committee to study the horse.
4. Arranging to visit other countries to see how other cultures ride dead horses.
5. “Lowering the standards” so that dead horses can be included.
6. Reclassifying the dead horse as “living-impaired.”
7. Hiring outside contractors to ride the dead horse.
8. Harnessing several dead horses together to increase speed.
9. Providing additional funding and/or training to increase dead horse’s performance.
10. Doing a productivity study to see if lighter riders would improve the dead horse’s performance.
11. Declaring that as the dead horse does not have to be fed, it is less costly, carries lower overhead and therefore contributes substantially more to the bottom line of the economy than do some other horses.
12. Rewriting the expected performance requirements for all horses.

Or everyone’s favorite:

13. Promoting the dead horse to a supervisory position.



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