

Gaye Hammond, Cultivating Membership

Gaye is the Past President of the Houston Rose Society. She is a life member and steward of American Rose Society and serves as the chair of the Development Committee of the national organization. Gaye is one of the most successful member-generating machines within the American Rose Society and is known for recruiting more members each year than most local societies have in total membership.

Gaye is an entertaining speaker and an avid writer of more than 300 articles that have been published in local, state, national and international magazines and newspapers. She has co-authored a peer-reviewed journal article on Earth-Kind Roses published in 2009 in *Floriculture & Ornamental Biotechnology*, a chapter in *The Sustainable Rose Garden* and authored a chapter in the book, *Gulf Coast Gardening* and currently serves as the Special Section Editor of the *American Rose Magazine*. Her photography has appeared on the cover of *HortScience* (December 2010) and she was awarded the cover story for the September 2011 issue of *Parks & Recreation Magazine*.



ABOUT THE PROGRAM

Cultivating Members; Successful Membership Acquisition/Retention Strategies That WORK!

With only a few exceptions, most non-profit horticultural organizations across the United States are struggling to attract and keep members.

This program discusses impediments to member growth, overcoming challenges to member growth; identifying member demographics; reasons for membership decline and how to recover from those declines; membership acquisition strategies and activities that work; how to keep the members you have; and ways to improve communication to your member base. It is a fast-paced and fun program using real world examples and their results.