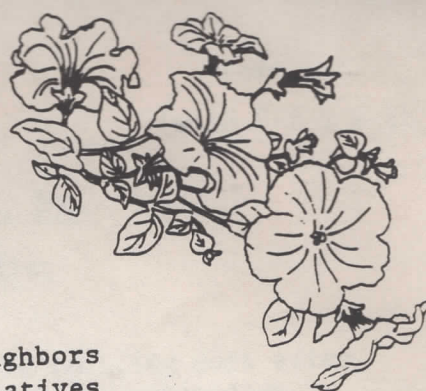




## SELLING GARDEN CLUB



### WHERE IS YOUR MARKET?

**Contact:** Friends  
Church Groups  
Co-workers

Local Organizations  
P.T.C.  
Chamber of Commerce

Neighbors  
Relatives  
Y.W.C.A./Y.M.C.A.

**New Arrivals:** Welcome Wagon  
Newcomers  
Realtors

### Special Events:

Teas  
Workshop for public  
Displays in the  
Community

### DIRECT MAIL MARKETING

Write down addresses of home gardens while out for a walk or bike ride.  
Prepare postcards with club meeting information and a contact name.  
Address card: "To the Gardener" - street, city, state, zip.  
One person coordinate mailings.  
If no response after three (3) mailings, cross name off list.

### PROMOTIONAL TICKETS

Prepare "tickets" with club name, contact, meeting place and time.  
Give to persons when talking to them about your garden club.  
Place some at floral shops, garden centers, libraries, etc.  
"Ticket" is something tangible to remind interested persons of your club.  
Gives the more shy a "ticket" to a meeting they might otherwise feel uncomfortable attending.

### MAINTAINING QUALITY OF PRODUCT

Keep programs interesting and informative.  
Include a variety of topics.  
Consider new projects.  
Involve all members in club activities.  
Use a member, or lose a member.

### PUBLICITY IS MADE, IT JUST DOESN'T HAPPEN!

We need to make our communities aware of the variety of interests and activities of garden clubs. Spread the garden club news.

### SHARE FREE SAMPLES!

Share your cuttings, bulbs, etc. Encourage your fellow members to do the same. Recycle our publications -- local, state, and national. Put them in a doctor's office, a library or give them to a friend.

With the above mentioned ideas and some ideas of your own, you are ready to sell Garden Club.

Chris Cooney  
FFGC Membership Chairman