



Spicing up your Flower Club

- Are you looking for new ideas?
- Would some changes to your club reinvigorate the members?
- Do you have ideas you could share with others?
- Is your membership declining?
- Fancy trying some new ideas?

The suggestions below have been gleaned from clubs in other Areas. It works for them; perhaps one or more of the suggestions would work for your club too? All clubs are different, meet in a variety of locations and have different age profiles, inclinations, and enthusiasms. So many of the suggestions may be inappropriate for your club but perhaps some changes would be worth trying? Think out of the box and do not necessarily stick to the way it has always been done in the past.

Meeting Times

- Consider what time of day you meet. Have you considered meeting late in the morning and adjourning to a local café/pub for a light lunch? In one club, members look at the local pub menu on arrival at their meeting which starts at 11am. Their order for lunch is phoned through to the pub. Lunch is served around 1.15pm and the pub is ready for the members.
- Remember that folk like ownership of their club. Include them in decisions by giving them a questionnaire and pen whilst they are waiting for a meeting to start. Ask for opinions. Collect comments prior to starting the meeting. Makes them do it!
- For an afternoon club, consider serving a soup and roll lunch before the meeting. You will probably have the hall whilst the demonstrator is preparing so there is no additional hire charge, and it makes for a social time which some members might appreciate.
- Hold open meetings on Sunday afternoons. It means members can invite family members and working neighbours.
- January and August can be lonely times for many. Some clubs don't meet during these months. Is it possible to organize some sort of gathering during that time. Meet at a garden centre café or in summer have a garden meeting or a picnic?

Meeting Organisation

- Consider the layout of your hall. One club has around 6 chairs in a half circle facing the stage with a small table in front. Folk are in groups and the members felt this was much friendlier than sitting in rows. Tea is served to the members at the table with a plate of cakes which facilitates chat.
- Raffle. Consider selling just one ticket for say £1 or £2. The raffle is quicker because it saves the comment 'put it back I've already got one'. The odds are the same.
- Consider not drawing the raffle until after refreshments (if served) because it encourages conversation and gives everyone a chance to look at the designs. Otherwise, folk leave very quickly and can pressurize the demonstrator into dismantling their stage quickly.

- Some clubs have refreshments at the beginning, some in the middle and some at the end and some don't serve any form of refreshment. Which method would work best for your club?
- Get folk to shadow committee positions.

Demonstrations

- Ask all members to search in their cupboards for used floral foam dishes. Many demonstrators would happily relieve them of these for future demonstrations. Good for the environment to recycle containers.
- Have an imposed demonstration. A willing demonstrator turns up with their scissors and a couple of empty flower boxes. On arrival the committee gives them a choice of containers (donated by members in advance) perhaps a basket, fishbowl, metal stand, urn, tall cylindrical vase etc. plus some mechanics and supermarket flowers. Challenge them to come up with say 4 designs in an hour. Containers can be included in the raffle because they were donated. The demonstrator's fee and flower allowance are lower than for a normal demonstration.
- Give every member a free ticket to bring a friend free of charge to a meeting.
- Include in the flower raffle one free ticket for friend at a future meeting.

Workshops

- Run imposed workshops and charge a fixed price. Perhaps use up donated dishes that had been hidden in members' homes.
- Ask everyone to bring and donate a mug and small pieces of foliage. Spray Chrysanthemums are purchased by the committee from a supermarket. Everyone makes a small hand tied and these designs are donated in the mug to folk attending the toddler group held in the same hall the next day. Fun to make, social and advertising. Minimum cost.
- Look at the NAFAS website for workshop tutorials. Lots of videos for some good ideas.
- Many interesting floral art ideas are available on Pinterest.

Publicity

- Produce attractive publicity materials. Advertise on social media and in local free magazines.
- Classic FM requests are broadcast on a weekday lunchtime. They are free and can be used to advertise a flower event. Especially useful for flower festivals etc.
- Do a write-up on a demonstration and publish it in a free local magazine.
- Get in touch with local radio.
- Encourage your members to take part in National Flower Arranging Day.
- Employ random acts of kindness by your members to distribute flowers in your community.
- NAFAS Facebook page – advertise your club special events or post up photos of recent activities.
- IFFAD (International Friends of Floral Art and Design) Facebook page has a wealth of flower arranging information from the UK and around the world.
- Contribute pictures to Instagram floral art pages.

Raising Extra Funds

- Arrange a jigsaw and paperback book stall.
- Invite adjoining clubs to share demonstrations.
- Hold a plant cuttings sale at an appropriate time of the year.
- Arrange a tombola.
- Make simple designs for Christmas, Valentine's, or Mother's Day. Sell in a public place at a realistic price and advertise at the same time.

- Magazine exchange – Ask members to bring their up-to-date magazines that they have read. Magazines such as Good Housekeeping, Woman and Home, History Today, Gardener’s World. These should be less than six months old. Perhaps ask for a 50p donation per copy. Any older than six months can be recycled in a green household waste bin.

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May 2024