



Membership & Promotion

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Welcome to the first issue of the Membership & Promotions Newsletter!

Who Are We?

Carolee Carter

Chair

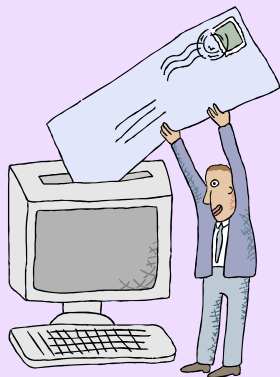
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And a Cast of Thousands!



A Message from the Chair

There have been a number of changes at your national organization this year. The new cultivars, affiliates, judges and commercials lists are no longer available in *African Violet* magazine, and we have cut down many of the articles that do not focus on African violets and their culture. This means that there will not be any articles in the magazine that focus on membership. Boring stuff, right?

Well, it may be boring to some, but if you are a member of an AVSA affiliate, we hope that you would still like information on ways in which to add to your current membership roster and keep those already on it happy. Considering today's frenzied agendas, taking "time to smell the violets" may not be on the top of your member's lists. Unless you take some serious steps, you are running the risk of dissolving into thin air. Why do I say this? Well, in two years, AVSA has lost nearly 1,000 members. We've had this wake-up call far too long, and we all need to focus on convincing potential members that this hobby is the best way to "zen" out.

That's why Annie and I have put on our thinking caps and have decided to publish a quarterly newsletter full of hopefully valuable information that you will share and discuss with your affiliate members. Please help us reach you – and please take stock and help us reverse our membership decline.

The Times They are a Changing...

It seems like this is true for just about everything, doesn't it? For Membership & Promotions it means taking the work that Nancy Hayes started and taking it to the next level. Where before individual people wrote letters to each new member, the committee is now making the new AVSA member names available directly to each affiliate via email so that you can make direct contact with any members who may be in your area.

This email newsletter will now be the main form of communication from the M&P Committee to all affiliates. This first issue is being "snail" mailed to each affiliate without an email address on the AVSA website; however, the cost and time required to do this on a regular basis is prohibitive. So, we are going electronic using a distribution list gathered from the AVSA website. Please keep reading for more info on email addresses.

Is Your Contact Info Current?

Please check the AVSA website, www.avsa.org to make sure your affiliate's contact information is up to date. If a potential new member is looking for you online, they will most likely click the link and send you an immediate email. If your email address is incorrect on the AVSA website, that new member cannot find you, and it's unfortunate but true that most will likely *not* take the additional time to write/phone if your email bounces.

This is an easy, low-cost method of upping your affiliate's visibility and ease of contact! If you do not personally have an email address, is there another in your club who does who might be willing to have their email address listed as a contact? I'll bet there is! ☺



Carolee (L) and Annie (R), at Prejean's in Lafayette, LA during the 2003 AVSA National Convention. You never knew National could be that much fun, did you!

Is there something specific you'd like us to cover? Let us know!



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Who ARE These People???

Hello Everyone! It's Carolee and Annie, your intrepid National Convention Reporters. Carolee is the Chair of Membership & Promotions, and Annie (OK, her name is really Adrienne, but you can call her Annie if you want!) is the Vice Chair. If you'd like to read a couple of our convention reports, click on over to the AVSA website at <http://www.avsa.org/NationalConvention.html> and scroll down the page.

We're dedicated to helping YOU get new members. We'd love to hear from you, so please feel free to email us with your comments and questions. Carolee is at caroleecarter37@hotmail.com and Annie is at Annie97@aol.com. Write soon!

What Do I Do With These Names?

Membership & Promotions is putting the power in your hands. We are providing the names and addresses of each new AVSA member on a regional basis to all affiliates who have an email address. After much thought and consideration, we feel this is the faster and lowest cost method of getting the information out to you.

Email Distribution

Using the regions that have been defined by AVSA, we are emailing the lists of names on a quarterly basis. When you receive the email, take a look at the list of names – it's a "hot" list. These people have already demonstrated an interest in African violets or they wouldn't have subscribed to the magazine. It's your chance to make local contact and open the door to new members.

The Personal Touch

When you receive the list of names each quarter, check to see who is in your immediate area and then "spend a stamp." There is nothing quite like getting a personal welcome in the mail. As well, add some names to your club's show and event mailing list. People will often drive a little farther for a show or display and sale.

You Want me to Write a Letter? I Can Hardly Keep up with the Laundry...

Boy, do I know how you feel! But, it doesn't have to be a long letter. It can be as simple as a short note card welcoming them and inviting them to visit your next meeting. Even easier, if you email me, Adrienne, at Annie97@aol.com, I will be happy to email you a sample letter that I used to send to new members. You can customize it to fit your club and its events.

Computer? Email?

If you want to receive the listing of names and also Membership & Promotions' email newsletter, you will need to provide an email address if you have not already done so (on the AVSA website or by contacting Carolee or Adrienne).

If you don't have an email address of your own, please check with your affiliate members as there is probably someone who does have email who would not mind receiving the names and letter and then printing out a copy to share at your next affiliate meeting. Please have that person (or persons) email either Carolee at caroleecarter37@hotmail.com or Adrienne at Annie97@aol.com to have their name added to the distribution list.

What Are Your Challenges?

What membership and promotion challenges is your affiliate working on? Do you have specific issues or questions you would like to share with us? Let us hear from you!!