

WGCF FUTURE SUBCOMMITTEE SURVEY SUMMARY 4-29-2025

BACKGROUND: The Future's Subcommittee was formed in response to declining membership and loss of clubs. Our mission is to recruit, retain and revitalize the membership and thereby grow our organization.

We initially developed information from conversations with individual members, officers, groups and committee meetings. Information was also derived from outside organizations with similar issues (Wild Ones and American Hosta Society). A roundtable was held at the convention in 2022 the results of which indicated a clear need for action.

SURVEY SUMMARY:

This initial information was refined into the topics of the 4-29-2025 survey. This summary, shown below, is the result of the survey taken at the 2025 Convention. These responses included WGCF officers, club officers, delegates and club members.

Numeric choices of 1-4 were offered, 1-Strongly Disagree, 2-Disagree, 3-Agree, 4-Strongly Agree. These are indicated along with the total number of responses per question. Written comments were categorized where possible and indicate the number of comments on those topics.

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Convention Overhaul by St. Croix District:

Is convention cost effective:	49 yes, 4 no out of 53
Were the speakers informative:	56 yes, 0 no out of 56
Prefer Annual Convention:	40 yes, 7 no out of 47
Prefer Biennial w/Zoom Alt years:	17 yes, 34 no out of 51
Like increased number breakouts:	45 yes, 7 no out of 52
Like streamlined awards process:	37 yes 15 no out of 52

Written comments on one convention change you would implement: (36 total comments)

Daily operation of the convention:	9 comments
Overall convention operations;	9 comments
Awards process:	10 comments
Other mixed comments:	8 comments

Use or Add to Bulletin Board/District Monthly, Short Form Newsletter:

33 yes, 9 no out of 42

Training from WGCF using Zoom:

Write a press release:	18 yes, 26 no out of 44
Create Facebook page:	19 yes, 26 no out of 45
Write a grant:	31 yes, 17 no out of 48
Create a bulletin board:	22 yes, 22 no out of 44
Create a club new member brochure:	34 yes, 15 no out of 49
Share fundraising ideas:	39 yes, 11 no out of 50

**Written comments on other training you would find valuable:
(22 total comments)**

How to use Zoom:	4 comments
Conducting meetings/Robert's Rules:	4 comments
Computer training:	2 comments
Officer roles, leadership training:	2 comments
Other mixed comments:	10 comments

New member recruitment using New Member's Brochure:

Have a Recruitment Brochure:	25 yes, 30 no out of 55
Have a website:	34 yes, 22 no out of 56
Use Facebook:	45 yes, 11 no out of 56
Use a Template for a brochure:	28 yes, 10 no out of 38

Your club's most successful new member recruitment technique:

Facebook	12
Members invite a friend	27
Press releases	1

Booth at county fair	2
Interaction with public while working On Community projects	10

**Written comments on other techniques:
(21 total comments)**

Plant sales	5 comments
Word of mouth	4 comments
Advertised programs open to public	2 comments
Other advertising	3 comments
Madison Expo	2 comments
Member discount with local merchants	1 comment
Seed-sharing event	1 comment

**How are you addressing loss of smaller clubs or older members:
(16 total comments)**

Contacting members of lost clubs:	2 comments
Recruiting new members	4 comments

Recruiting Officers:

Club has issue recruiting officers:	33 yes, 14 no out of 47
District has issues recruiting officers:	33 yes, 8 no out of 41
Are club officers term limited:	27 yes, 16 no out of 43

**Written comments on methods to encourage new officer
recruitment: (20 total comments)**

Sharing, shadowing, mentoring:	5 comments
Asking:	3 comments
Pressuring:	4 comments
One year terms:	2 comments
Miscellaneous comments	6 comments

Rate the 5 subjects in their order of importance:

Convention Overhaul:	38 High, 12 low out of 50
Bulletin Board Information	19 high, 27 low out of 46
Training from WGCF	24 high, 21 low out of 45
New Member Recruitment	42 high, 6 low out of 48
Recruiting Officers	41 high, 9 low out of 50

Fundraising--Included due to high numbers of write-in comments.