

AIS Membership Development (update 11-03-2018)

Committee members are:

1. Gary White (AIS President)
2. Jody Nolin (AIS 1st VP)
3. David Cupps (AIS Board Member)
4. Claire Schneider (AIS Board Member)
5. Howie Dash (AIS Board Member)
6. Kathleen Sayce (PCNIS Secretary)
7. Phyllis Wilburn (AIS Board Member)
8. Wayne Messer (AIS Board Member)
9. Neil Houghton (AIS Board Member)
10. Andi Rivarola (AIS 2nd VP)

SOME GENERAL DEFINITIONS

- A. Membership development has to start at the local level.
- B. We should train either club presidents or RVPs to be better leaders.
- C. Develop a comprehensive RVP Training Program

SPECIFIC SELF QUESTIONS

What is preventing AIS* from gaining members?

What do we need to do to increase membership?

(Note: *Replace the word AIS for the name of any organization within the AIS structure.)

TRAINING OFFERED SHOULD ADDRESS THE FOLLOWING FIVE CORE ITEMS

(And include in the training not only RVPs, but also, affiliate directors, sections directors, cooperating society board members, etc):

1- PEOPLE NEEDS

How Officers, Directors, RVPs can become better leaders

Club/Society management

How to delegate

Train the Directors, RVPs to be trainers

2- GIVE A CLEAR MESSAGE

Information about irises

The Wiki

The Website

Social Media

Print Media

3- FINANCIAL SUCCESS

Region sponsorship

Sales ideas

Sales promotions

Cooperation with Other Plant Groups

4- PLANNING

How to produce education materials

How to promote your organization

5- STRUCTURE

Publicity

Outreach

Communicating with club presidents, club boards and other societies

Regional meetings as an opportunity to develop ideas

ACTION ITEMS

Three training sessions at the San Ramon Convention

1. **TRAIN RVPs** (Who's involved: Howie Dash, Jody Nolin, Gary White)
2. **AIS MATERIALS AND PROGRAMS** (Who's involved: Jody Nolin, Howie Dash)
3. **HOW TO IMPROVE YOUR COMMUNICATION SKILLS**
We propose training by a specific method: **Non-Violent Communication** (more information below).

Nonviolent Communication (abbreviated **NVC**, also called **Compassionate Communication** or **Collaborative Communication**) is an approach to nonviolent living developed by [Marshall Rosenberg](#) beginning in the 1960s. It is based on the idea that all human beings have the capacity for compassion and only resort to violence or behavior that harms themselves and others when they do not recognize more effective strategies for meeting needs. Habits of thinking and speaking that lead to the use of violence (social, psychological and physical) are learned through culture. NVC theory supposes all human behavior stems from attempts to meet [universal human needs](#) and that these [needs](#) are never in conflict. Rather, conflict arises when strategies for meeting needs clash. NVC proposes that people identify shared needs, revealed by the thoughts and feelings that surround these needs, and collaborate to develop strategies that meet them. This creates both harmony and learning for future cooperation.

https://en.wikipedia.org/wiki/Nonviolent_Communication

We propose to offer at our San Ramon 2019 Convention a one-hour class on non-violent communication by a hired trainer as part of our People's Needs training.

Be sure to listen to two FREE audios: **Strengthen Any Relationship**; and **Resolve Any Conflict** available here: <https://goo.gl/ArxLSx>

FINAL NOTE: The Committee is still working on items #3, #4, and #5. Also, not all programs are finalized or set in stone. The main goal is Membership Development.

Andi Rivarola

On behalf of the AIS Membership Development Committee