2022 COUNCIL SURVEY
Updated with additional Chapter responses and analyses by Chapter size

Evaluate the strength of your Chapter taking into account finances, level of activity, membership trend, level of participation, etc.

- Great - Couldn’t be better (2 indicated room for improvement)
- Stable - Sound, but working on improvements
- Struggling - Effort needed to get chapter back on track

Median Chapter Size – 148 members
What are the most important challenges/areas for improvement for your Chapter?

![Chart showing chapter challenges 2020 vs 2022]

- Participation in Chapter Governance: 73% in Jun-22, 67% in Nov-20
- Participation in Chapter Activities: 58% in Jun-22, 44% in Nov-20
- Publicity and Outreach: 42% in Jun-22, 44% in Nov-20
- Membership Growth: 42% in Jun-22, 48% in Nov-20
- Finding Programs/Speakers: 33% in Jun-22, 26% in Nov-20
- Conducting activities during Covid: 67% in Jun-22, 27% in Nov-20
- Membership Retention: 30% in Jun-22, 21% in Nov-20
- Chapter Administration: 9% in Jun-22, 4% in Nov-20
- Fundraising/Financial Security: 6% in Jun-22, 11% in Nov-20
- Use of virtual platforms: 7% in Jun-22, 0% in Nov-20

Percent of Responding Chapters Identifying Challenge
2022 Challenges by Chapter Size

- Participation in Chapter Governance
- Participation in Chapter Activities
- Publicity and Outreach
- Membership Growth
- Finding Programs/Speakers
- Conducting activities during Covid
- Membership Retention
- Fundraising/Financial Security
- Chapter Administration

Legend:
- <100 Members
- 100-200 Members
- >200 Members
TOP CHOICES FOR A WORKSHOP OR ROUNDTABLE DISCUSSION/OTHER CONCERNS:

Participation in Chapter Governance

- Recruiting members to participate in chapter duties. For example, I have been unable to get anyone to help with website and social media even though it is brought up at every meeting and in newsletter.
- Our Chapter has opportunities to collaborate in various projects but is mostly ill-equipped to participate.
- Trainings for chapter officer positions.
- Increase member participation in chapter board and committees.
- Volunteers to help run events (no problem with people attending them!)
- Encouraging participation in chapter leadership.
- Recruiting Chapter officers.
- Encouraging more members to take an active role in running the Chapter.
- Increasing volunteerism

Member Engagement and Participation

- Engaging all ages.
- Our Chapter has opportunities to collaborate in various projects but is mostly ill-equipped to participate.
- We have big projects with only a few members participating.
- How do we translate our big numbers on Facebook into attendance at field trips, meetings etc.
- Engaging younger people for membership.
- Time sacrifices made by Chapter BOD versus time sacrifice by members-at-large.
- Increasing volunteerism
- How to increase member participation

Outreach and Publicity

- Outreach and collaboration with schools - we are interested in working with youth.
- Engaging all ages.
- Outreach to landscaping businesses. I have a feeling most of their clients maybe don't care about their landscape other than in a keeping up with the Joneses kind of way. If landscapers pushed natives more...
- Finding a way to reach new developers to use native plants.
- Interacting more with local colleges and high schools to gain young members. How to attract young members.
• How do we translate our big numbers on Facebook into attendance at field trips, meetings etc.

Membership
• Share effective ways to increase chapter membership.
• Making membership tracking easier.
• Membership growth (2).

Education Programs
• The use of native plants education for existing landscape designers and homeowners.
• Plant Maintenance — shap - options for maintenance - when and how to trim - seed propagation
• How to integrate and feature biodiversity in gardens, using Home Grown National Park concepts.

Information/Resources
• We would like to have a centralized location to know about rescue events.
• Compile a statewide list for field trip ideas for each chapter area.
• Information on projects/goals of FNPS.

Other
• What do other Chapters consider their greatest strength - why does it work and how do they make it work for them?
• Ideas for new brochures.
• The conference. Invite all chapters to members on the conference planning committee.
• Expanding chapter activities, such as field trips.
• Refocusing chapter on mission rather than social activities.
• More collaborative chapter governance.
• Ideas to get native plants in yards. How to help native plant nurseries during this down turn in spending
• Strategies for how the chapter and organization as a whole can engage in more direct plant conservation (through things like land acquisition, maintenance, plant propagation, etc.)
• How small chapters can do fundraising for projects

Notes:
2020 82% response rate
2022 100% response rate