

## FNPS COUNCIL OF CHAPTERS

# What Can the Society Do to Help Chapters Succeed?

Preliminary List – 6/26/2022

Prioritization of tasks disseminated to Chapters and recognition of Chapter capacity to take on more work

Help finding resources to address Chapter challenges

Training for Chapter officers (can Mark K. help?)

### Publicity and Outreach (State-Wide)

- State-Wide advertising to increase native plant awareness (Florida Federation of Garden Clubs)
- FNPS organization/name not well known
- Partner with other state-wide organizations (see below) to advertise?

### Publicity and Outreach (Chapters)

- Ginny Stibolt offered to do another outreach workshop this summer
- It was noted that per the survey, ways to engage youth and younger people are of interest to chapters.
- Local newspapers/newsletters/community calendars (some print, some digital) can provide great free publicity, although it was noted that publication of submitted events is not guaranteed.
- Mark K. suggested all chapters send local publication emails to Melanie to forward to Society media publicity on Lunch & Learns, Conference, and other special events
- Melanie mentioned the conference presentation by Chadd Scott (“Engaging Native Plant Advocates Through Current Events in Conservation”) as providing some good ideas for outreach. Chadd’s newsletters/blog also provide ideas (<https://ixia.fnpschapters.org/conservation/previousconservationnewsletters/>)
- Hosting a successful conference is a marketing opportunity for host Chapter
- Flyers – Advertise at libraries, nurseries, state parks, other venues. Effectiveness unknown, but could be assessed if there is a QR code on the flyer.
- Passionflower uses two inexpensive 3.5 x 8.5 mini-flyers (one third of an 8.5 x 11 sheet) that tuck inside the membership brochure. One for Chapter information and one for the license plate.

### Partnerships with Industry and Community

- Visibility with highway department, developers, landscape architects, HOAs, etc.
- Melanie mentioned work of the “Outside Collaborative” to increase industry awareness and do research so viable native plant solutions can be developed to provide developers, etc. with native plant alternatives.

- Difficulty is availability of native plants. Partner with FANN to address this?
- Reach out to Master Gardeners (UF) –“Florida Friendly” plant list could use revision and is the basis for the statute that provides homeowners with some legal rights to install native landscapes. Florida Friendly list is 50% native, but includes some undesirable plants.
- Patricia B. mentioned that Chapters can review their local government land development codes that mention native vegetation in landscaping, buffers, open space standards. Municode provides a search engine to type in different terms to assist in your search. Municode website that lists the Florida cities/counties that is <https://library.municode.com/fl>

### Membership Tracking

- Make the membership database more accurate and easier to use
- Correct the way sustaining memberships update and consider restructuring pricing to make sustaining membership more attractive

### Member Recruiting

- 1000 people per day moving to Florida! Demographics?
- Do we need different messages/appeals for incoming residents vs. longer-term residents or natives?
- Member recruiting – putting brochures at native nurseries recruits new members, but not necessarily “participating” members (may just join to get discount)
- Yard Tours/Shares – downside is they do not educate non-members or recruit new members.

### Resources

- Need to consolidate and update shared resource documents
- Plant this, Not That videos (Gail T.)

### Improve the plant database

- Should be easier to use
- Should include more practical information (maintenance and tips that could be crowd-sourced from members)
- Include photos of mature plants and winter “look”, seed heads
- Search by common name, search by moisture level not working?

### Education Materials/Brochures

- Chapters need input on new brochures – what will support outreach and education efforts?

### Sharing Information about Events and Activities

- Use Society Calendar of events – enable chapters to post pictures of events and see what other chapters are doing (Lilly?) – does this just add another task for Chapters?

- Set up activities as Facebook events – if all Chapters friend all other chapters this is an easy way to share activities.

#### Partnering with Other Organizations

- Other private and public organizations have related goals, but could coordinate messages to have more impact.
- How do we coordinate with Audubon, UF/IFAS, Sierra, FWF, International Dark Sky & other like-minded organizations to amplify our message?

#### Encouraging Participation in Chapter Governance

- Administrative support?

#### Encouraging Participation in Chapter Activities

- Some lingering reluctance (or refocus on where to spend time) especially with in-person activities. Also some “Zoom fatigue”
- Question: Do younger members/people want different types of activities? Can we research/brainstorm that?

#### Finding Programs/Speakers

- There is a speaker list link on the home page of the Council website. All Chapters should be adding to the list.
- Melanie working with Valerie to add videos.
- Mark K. noted Kara Driscoll has offered to speak on customized area-specific presentations (in-person or on-line) on native milkweeds.