

We need to grow different categories of Membership such as:

People in the trade:

Professional gardeners

Landscape architects

Researchers

Gardeners: sub groups: all garden club members

Land and Garden Preserve members

For people in the trade/gardeners: How can we better connect them to BFS?
ie. Should lectures be better timed at the end of the workday?
ie. How about a garden party in the fall (post season) for all the gardeners
and their crews?

Locals:

Local families

Educators – all levels

Students

COA faculty

Historians ie. Edith Wharton fans etc.

Bio Lab staff

Jackson Lab staff

Observation: of the current 614 renewals I have seen to date: only 43 come from Maine addresses. This suggests we do not have many local members. Yes, many come to the island for the summer and at other times.

How to grow membership locally?

My first recommendation would be to put up a sign out front. We do not have a clear local presence. Many do not know where BFS is. This is crucial to building local awareness and drawing visitors. Especially having won the award for one of the top 100 places to visit in Maine, how will people find BFS?

To do:

Develop outreach plans to attract members in the above categories with a focus on people in the trade and who live locally.

Respectfully submitted,
Genie Thorndike