

## Member Events in Action

### 2025 American Gourd Society Leadership Summit

#### Strategic Planning:

- **Every event:** Always have a membership info table with sign-up forms, brochures, and merch.
- **Incentives:** Offer small giveaways for joining (an AGS tutorial or a back issue of the AGS Gourd Magazine), attending multiple events (art supply or craft ready gourd), or bringing a friend (craft ready gourds for the member and their friend).
- **Collect Emails:** Raffle off a free mini gourd art kit in exchange for contact info.

#### Event Ideas:

##### 1. "Sip & Burn" Night

- **Theme:** Woodburn designs onto gourds while sipping wine, coffee, or mocktails.
- **Details:** Light snacks, relaxed atmosphere, beginner-level pyrography designs.
- **Bonus:** Sell mini kits to build funds or offer a raffle to encourage those membership sign-ups.

##### 2. "Grow Your Own Gourd" Starter Workshop

- **Theme:** Teach members how to plant and care for their first gourd crop.
- **Details:** Provide seeds, starter pots, soil, and a basic growing guide.
- **Timing:** Hold in the Late winter/early spring for the upcoming planting season.
- **Bonus:** Encourage entries into the gourd growing categories of the chapter festival or local state fairs. Could be a contest for "members only" at an upcoming Chapter meeting.

##### 3. "Gourd Art 101" Adult Mini-Series

- **Theme:** 3–4 short workshops covering different techniques: cleaning, cutting, pyrography, coloring, embellishing.
- **Details:** Held once a week or one Saturday a month.
- **Bonus:** Offer one free session to a member or provide a discount for members who sign up for all sessions.

##### 4. "Artisan Gourd Market" Member Showcase

- **Theme:** Members display and optionally sell their finished gourd art.
- **Details:** Host in conjunction with a Chapter's festival, at a local farmer's market, art gallery, or open studio tour.
- **Bonus:** Offer a membership discount or free gift for attendees who join at the Artisan Gourd Market.

## 5. "Gourds & Gardens" Adult Garden Tour

- **Theme:** Visit member gardens or local farms that grow gourds.
- **Details:** Include small demos or talks about cultivating, trellising, or harvesting.
- **Bonus:** Partner with a local greenhouse or nursery for cross-promotion. Provide membership information to be listed and/or distributed at the greenhouse.

## 6. "Holiday Gourd Crafting Night"

- **Theme:** Make holiday-themed gourd ornaments, luminaries, or decor.
- **Details:** Best held in late fall. Items could be donated with a description to local senior centers or community centers to encourage membership recruitment.
- **Bonus:** Offer kits that could be purchased and completed at home. Include a membership card/form in the kit.

## 7. "Member Skill Share" Social

- **Theme:** Casual event where experienced members demonstrate favorite techniques (masking, carving, coiling, beading).
- **New Member/Mentor Introduction:** Mentor introduces the new member. Together they share a completed project. New member shares one positive trait gained from the mentor.
- **Details:** Potluck-style refreshments to keep it social and low-cost.
- **Member Recognition:** Recognize members who teach, serve on a committee, or serve in a leadership role.
- **Bonus:** Offer a "join today and save" deal at the event. \$5 a membership renewal or new membership.