

# Effective Member Communications

Relationships are a cornerstone of the Grange - communication is the foundation on which they're built. Nothing is more central to building a vibrant community of engaged and active members than strong internal communications. It's the utility knife in your Grange toolbox. Solid communication builds relationships and enthusiasm, empowers members, drives hall rentals, and improves program participation rates.

Understanding and meeting member expectations should be a high priority, that's why improving the effectiveness of your Grange's communication should be at the top of your list.

## Phone & Written Communication

Phone communication is a good way for members to keep in touch when they cannot attend a meeting or event. Traditional written communication, such as letters and postcards via postal mail is still a frequently used method of communicating with members. This is especially important for members who do not have computers or who may not be technically savvy.

## Face-to-Face Communication

Technology has not changed the fact that the most effective and useful communication takes place face to face. The ability to interact with Grange members in person makes dynamic conversation more functional. Members can share ideas, gauge non-verbal body language, take notes and engage each other closely.



## Web-Based Communication

Web conferencing technology leverages the growth of the Internet to provide a close substitute for face-to-face meetings for Granges. Software such as Zoom, Google Meet, GoTo Meetings, Microsoft Teams, Facebook Rooms and other online services enable members to communicate via the Web.

## E-mail Communication

E-mail communication allows members to follow-up with details or confer with one or more members easily. E-mail allows for confirmation of verbal conversations, follow-up and expansion of ideas into more grounded detail.

Communication is about expressing and conveying your thoughts, feelings, opinions and ideas to another person or persons. Focus on communicating in a clear, straight-forward manner. Avoid metaphors or cliched language. Encourage cooperative efforts and be honest with your members. If you lead by example, your members will begin to communicate among one other in a like fashion.