



# THINKING OUTSIDE OF THE BOX

## Ideas to put your Grange on the Map

### Implement a Referral Program

Reward members when they refer others for membership with a T-Shirt or Gift Card.

### Launch A Loyalty Program (like a punch card)

Create a loyalty program to incentivize or reward members. Loyalty cards engage members by offering them something new and exciting every time they complete specific tasks.

### Set-up Pinterest for your Grange

Don't underestimate the value of Pinterest. Pin images of contest entries, recipe winners, crafts, events and more.

### Launch A Photo Caption Contest On Social Media

Take a fun photo representing your Grange and ask your Facebook followers to give it a caption. Award a prize for the caption with the most likes.

### Partner with Other Popular Groups

Find unique ways to optimize partnership opportunities. For example, collaborate on a popular podcast or host a speaker from another group.

### Involve Locals in an Event

Host a holiday craft fair and invite local makers. Host a record convention and invite local sellers/collectors. Look for ways to include others in your community.

### Open Your Parking Lot to Food Trucks

Have a Food Truck Night once a month, and be sure to have a booth promoting your Grange, and hand out branded napkins and mints.

### Have Fun with Video

Create a Grange YouTube, then make video shorts on everything from historical references and gardening tutorials, to making a peanut butter sandwich or even 3 ways to cut a pineapple.

### Create a Scavenger Hunt

A great way to get members/public involved and increase Grange awareness/loyalty. Create a list of items to find, give instructions for submission, then make sure the prizes are worth winning.

### Create a Playlist on Spotify or Apple Music

A free and quick way to get your Grange name out there. Be sure your list matches the Grange values and mission. Keep the playlist updated to stay relevant.

### Send Out A Grange Newsletter

Keep your Members/Community informed! It can be once a month, every 6 months or even once a year.

### Participate in a TikTok Trend

TikTok is a popular social media app that allows users to create, watch, and share 15-second videos. Study current trends and adjust them to fit your Grange's voice.

### Write Handwritten Notes and Invitations

Handwritten notes will help your Grange create a personalized, unique, and one-of-a-kind experience. Say thank you, send an invitation to a meeting, or just say hello or thinking of you.

### Survey your Members & Audience

Go right to the source and ask what they want to see more of from your Grange.

### Grange Coffeehouse

Serve flavored coffee and pastries, and have a folk singer or guitarist as entertainment. Have a gift basket drawing to raise extra funds.

### Recreate an Event From the Past

If an idea worked well in the past, there's no reason why it won't work again! Don't be afraid of trying something again if enough time has passed since its initial success.