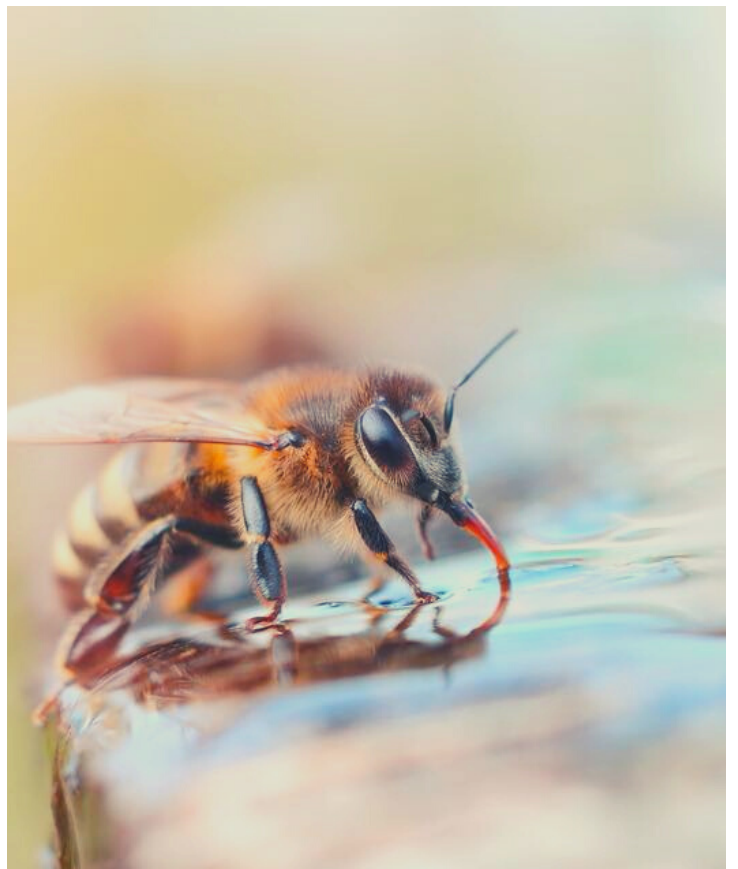
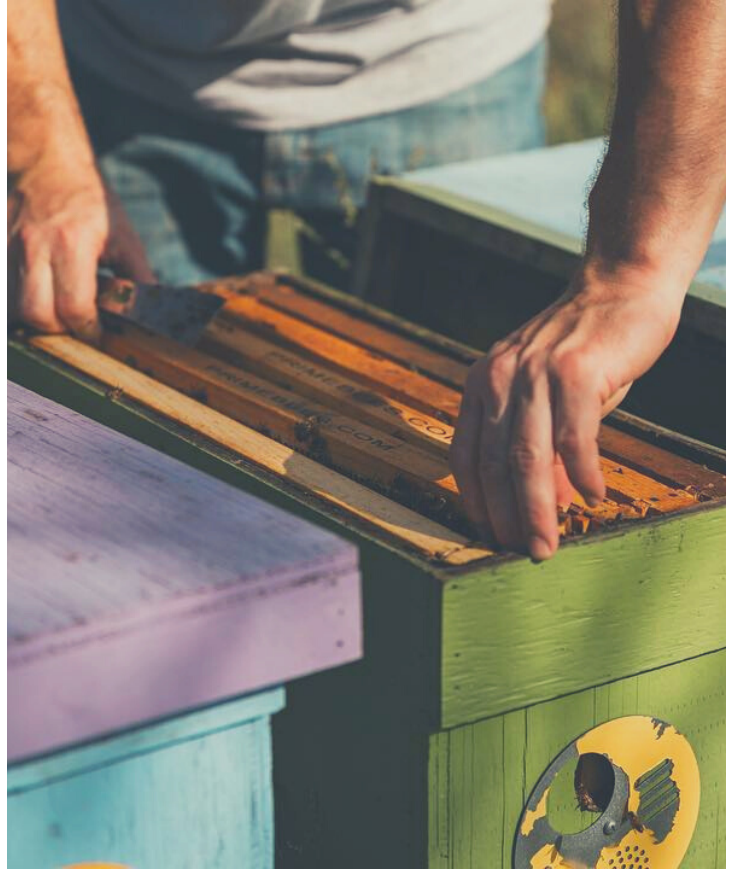


# CREATING A BEE CLUB



## THINGS TO CONSIDER WHEN FORMING A BEE CLUB





# GETTING STARTED:

Often times the idea of a club starts with a small group of people or even an individual. This resource will help guide you through some of the steps to take when forming a bee club. Here are some items you should consider before your first “official” meeting.

- Know your resources - if you're struggling and need direction, there are a lot of people available to help point you in the right direction.
  - Surrounding clubs
  - Texas Beekeepers Association
  - County Extension Agents
- Find a Meeting location (Check with county and municipal buildings, community centers, libraries, schools, churches, individual's home, or other businesses/organizations that may lend you space to hold your meeting)
- Set a time and date
- Advertise your meetings
  - Facebook & Social Media
  - Ask garden clubs and extension agents to send out emails on your behalf
  - Newspapers
  - Public billboards
  - Garden and farm supply stores
  - Radio
  - Local
  - Public
  - TV station announcements
  - Extension agency
  - 4H & FFA Clubs
- Set an agenda and structure for your meeting - this can be a range between a casual meeting or a structured “Robert's Rules of Order” approach. Do what feels right for your club and members. There will likely be a moment when it's time to organize your club more “officially” so you may want to create that structure before you “need” it.
- Elect a spokesperson



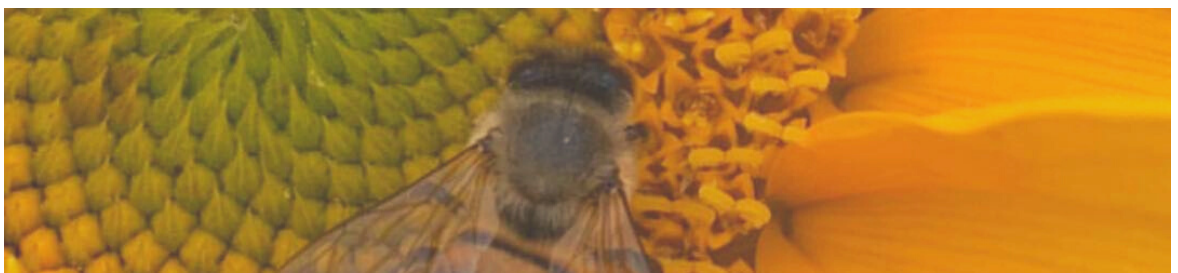




# ORGANIZING YOUR CLUB

This is an important step. It's a great idea to put together a team of people who can work together to help build and grow your organization. Here are some of your next steps in creating a club that will outlast your founding members.

- Create a list of needed officers and determine each position's role within your organization
  - Officer Examples: President, Vice President, Secretary, Treasurer
  - Additional Officers / Roles: Membership, Program Coordinator, Communications, etc.
- Create a club name and logo
  - You can file this at the County Clerk's office as your DBA
- Technology tools
  - Create social media pages for your organization
    - Some clubs choose groups for closed off, member only communication
    - Clubs also use a Facebook and Instagram Page Profile to provide announcements for events and bee related news to members and the general public
  - Create a website
  - Email addresses for club officers may allow you to have continuity for when the next officer comes in and prevents you from having to update all your online profiles every election cycle. Example: [president@yourbeeclub.org](mailto:president@yourbeeclub.org)
- Select a permanent date and time for regular meetings (Avoid conflict with nearby bee clubs)
- Club structure
  - You have decisions to make on how your club will be "viewed" by the local and state government. It's great to consult a tax attorney on what makes the most sense for your organization.
    - DBA can be filed at the County
    - LLC
    - 501(c)
    - Will You Be Incorporated?





# CLUB PROCEDURES

You'll need to consider the logistics of how your club will function. Setting club procedure for the following items will be helpful. Procedures are different than bylaws, so decide how you'd like to run the club in the day-to-day functional way in addition to the governing bylaws.

- How will you keep records for financial purposes?
- What will dues cost and when/how will they be collected?
- Who will be on the bank account?
  - Note: Account opener needs a DBA from the county clerk as well as approved copy of minutes/instructions to open the bank account to open an account. You'll likely want multiple signers.
- How will club member information be shared? Consider privacy options.
- Membership is another area you'll want to focus. Collecting member information so that you can stay in touch with members is very important!
  - Create a registration page to collect all necessary contact information (names, phone numbers, emails, addresses, etc.)
  - TBA provides a free membership to new local club members, so be sure to take advantage of this for your members by sending information to the TBA Membership Chair.

## BYLAWS

There's not a "standard" for Bylaws and clubs have different preferences on how to handle Bylaws. It's a great idea to research existing Bylaws and find a basis for what you'd like to include in your club.

- Appoint a committee to draft Bylaws for the club. A club officer will likely chair this committee. You can find sample bylaws online or the following ways.
  - Reach out to Ag Agent for examples or Bylaws
  - Reach out to other clubs
  - Reach out to other, similar groups such as farmers markets etc.
  - Compare to other bee organizations
- Generally, you'll want to consider:
  - Officer responsibility
  - Term limits or lack thereof
  - Dues
  - How meetings will be run
  - Election cycles and procedures



# VALUABLE MEETINGS

Finding qualified speakers or putting together quality presentations is a great way to grow your membership by providing value. It also continues the education of your membership to create better beekeepers. Here are some ideas for putting together valuable meetings:

- Bring in community experts that relate to beekeeping:
  - Brew stores to teach about mead making
  - Extension agents
  - Professors or other local experts
  - Chef's that utilize honey
  - Land managers
- Speakers from the TBA Speaker List (listed under resources on the website)
- Use resources within your club
  - Have a panel or discussion with expert/experienced beekeepers in your club
  - Create a hands-on demonstration lead by someone in your club
  - Have a "field trip" to visit hives
- Request a Texas Master Beekeeper to speak to your group
- Stream a webinar or online resource video if all else fails!
- Be creative! Visit other clubs and state-wide or national events to get ideas for how to provide better presentations and information to your members

# CLUB RESOURCES

Establish resource goals for your club - what value will you bring to your members? These are a few examples of things clubs throughout the state have done for their membership to get you started on ideas!

- Club Library can easily be started with donations from club members
- Videos are also helpful they can be downloaded or streamed from the Texas Beekeepers Association Vimeo & Youtube Channels or form your own libraries!
- Provide tips for monthly bee management that is specific to your area / region
- Purchase club equipment that can be checked out and returned
- Create a mentorship program for new and experienced beekeepers to share.
- Have a club booth at the local farmer's market for member bee clubs to sell honey
- Use club funds to provide door prizes and other incentives for being involved in the club events



# OUTREACH & FUNDRAISING

Having funds within your organization can help you provide more club resources, or start new initiatives and projects. Here are some ideas for raising money for your organization

Create Outreach systems within your community - this is a great way to get the general public interested in beekeeping or more mindful of bees in general.

- Outreach:
  - Create a honey tasting event
  - Have members give talks in public schools
  - Attend fairs with an observation hive
- Fundraising:
  - Merchandise Sales - create a pin, cap, shirt, calendar or other fun merchandise to sell to your club members
  - Raffle - make sure you're following local and state guidelines if you participate in raffles
  - Silent Auctions - gather donations from local businesses and host a silent auction
  - There are endless fundraising ideas online so be creative!
    - Walk-a-Thons
    - Bake / Meal Sales
    - Honey Tastings
    - Tour of Hives
    - Host a bee school
    - Corporate matching or donation matching
    - Crowdfunding
    - Host a scavenger hunt or other community event
  - Donated honey sales at events in the area

