



**MemberWise**

**Launching & empowering  
Member Networks during challenging times...**

**CHASE 2011**



## **In this session:**

- **Challenging times!**
- **Explore the life-cycle of member networks**
- **Practical advice & tips**
- **Case study examples**
- **Q&A**

## **Outcomes – Content to compile:**

- **Member Network Plan**
- **Related Communications Plan**



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## **Please bear in mind...**

- **All working in slightly different environments**
- **All working at different stages...**
- **I will start from the beginning...**
- **Useful to revisit...**
- **Wording – groups/networks/branches/section**
- **Feel free to chip-in or ask questions as we go!**



# Challenging Times... A PEST Analysis

## Political

Government	Individual
New policies & initiatives	Possible disengagement
New opportunities	For some...
Funding threats	Time to take stock
General Uncertainty	“ “
‘The Big Society’	“ “
QUANGO Bonfire	Less Support
Tax Increases	“ “



# Challenging Times... A PEST Analysis

## Economic

Organisation	Individual
Move to Global...	Unemployment
Unique Selling Point (USP)	Needs to find worth...
Emphasis on cutting costs	Evaluation of personal costs & pay freezes/unemployment



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# Challenging Times... A PEST Analysis

## Social

Organisation	Individual
Changing demographics	Age/Gender/Ethnicity
Culture	Generation X & Y
Changing demands	Changing attitudes



# Challenging Times... A PEST Analysis

## Technological

Organisation	Individual
+ investment in IT	Part of life & expectations
Physical to virtual	Generation X (pre-82) Generation Y (to early 00s)
Value added	Higher expectations

**In Short, a lot of challenges - now and in the future!**



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## **Reasons for offering networking opportunities:**

- **Contribute to organisational aims/objectives**
- **A tangible member benefit – Perhaps a USP?**
- **Its good to talk – A community!**
- **Take part in CPD/learning together**
- **Economies of scale**
- **Group cohesion – strong! Local & National**
- **Help lobby on a local level!**
- **Future talent identification**
- **Regional representation**



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## **Possible Examples:**

**Issue: Losing members through disengagement**

**Objective: Set-up networks to improve engagement**

**Issue: Address perception of being too 'London-focused'**

**Objective: Set-up regional networks outside of London**

**Issue: Members feel isolated geographically**

**Objective: Provide networking opportunities**



## Let's think about your audience...

- **Members?**
- **Non-members?**
- **Newly recruited members?**
- **Student members?**
- **Corporate members?**

### **Internal perspective:**

- **A responsibility of a member of staff?**
- **Empower your members to manage**



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## Where?

- **Regional**
- **National**
- **International**
- **Online**





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## **When:**

- **Weekly**
- **Bi-Monthly**
- **Monthly**
- **Quarterly**
- **Biennially**
- **Annually**





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# How?

## That is hopefully where the next bit comes in!





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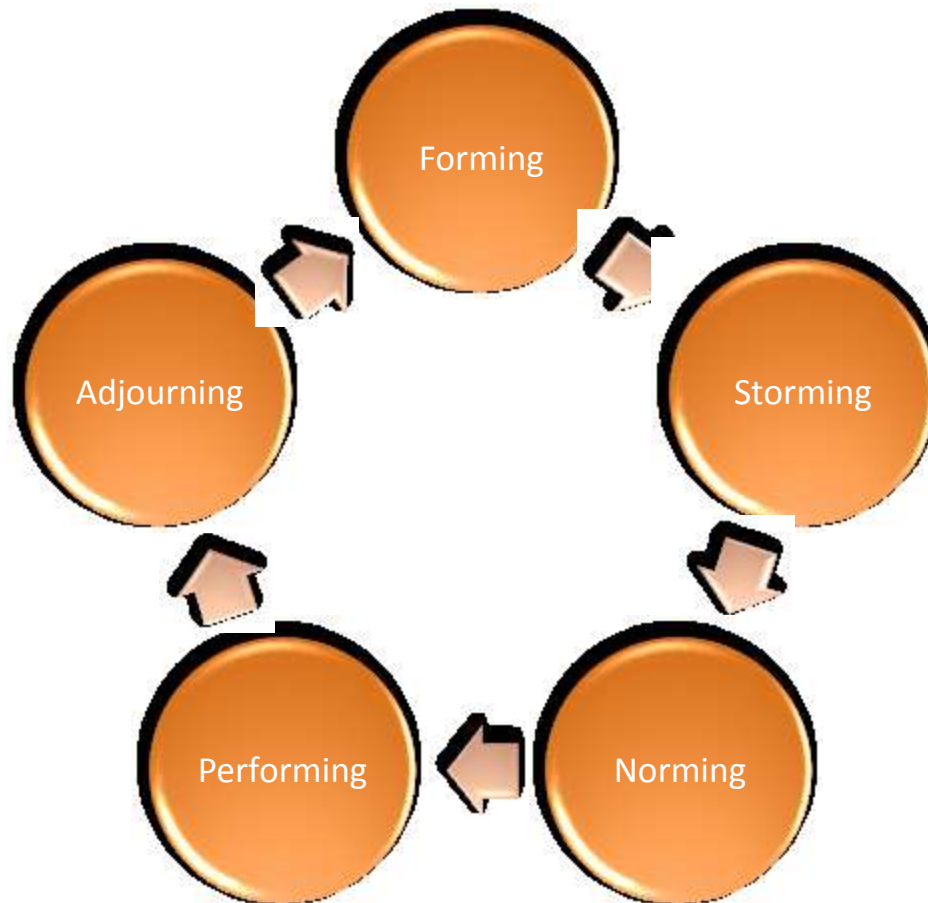
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**A member network plan is a useful start point....**

**However, it is good to take a look at our member network life-cycle first...**



# Group Development Life-Cycle





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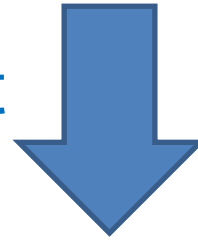


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## Forming...

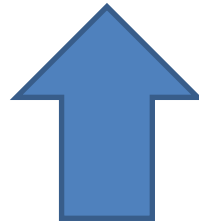
There needs to be a basic appetite:

From the management



and/or

the membership





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## Forming...

### **Draft a remit for the group and consider compiling terms of reference**

- Vision, objectives, scope and deliverables (i.e. what has to be achieved)
- Stakeholders, roles and responsibilities (i.e. who will take part in it)
- Resource, financial and quality plans (i.e. how it will be achieved)
- Work breakdown structure and schedule (i.e. when it will be achieved)
- Involve groups (if established) to gain buy-in



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## Forming...

## Consider funding requirements...

- Central Funding v Self-financing
- Start-up grant?
- Funding per member?





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## Forming...

## Consider control...

- Close or at arms length?
- Funded or non-funded?
- Promote centrally?
- Annual review?





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**Forming...**

**Consider structure...**

- **Chair or President, Secretary, Treasurer**
- **Vice-Chair or President**
- **Past President**
- **Young Practitioner Representative**
- **Council/Board Representative**



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## Forming...

## Regions/SIGs -Think about boundaries...

- Regional Development Agency (RDA) boundaries?
- Postcode?
- County?
- Region?
- Local Authority?
- Primary Care Trust?
- Interest area?





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**Forming...**

**Generating interest...**

**Create a member network &  
Communications Plan**

**With all relevant departments...**

**Don't try and be a superman...**





## Communications Plan...

- Define communications-related objectives
- Define audience(s)
- Define Goals
- Identify Tools – Coming up!
- Establish a timetable
- Evaluate the results



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## Forming...

Engage personally with your 'Super Members' first...

- Regional Reps
- Council Members
- Board Members
- Sector 'celebs'
- Recently retired
- Young and aspiring





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## Tools at your disposal to generate interest...

Magazine  
Website  
Press-Release  
Seminar  
Flyer  
FaceBook

Adverts  
LinkedIn  
Press  
Word-of-Mouth

Journal  
Event

E-Newsletter



## Establish a timetable...

- 1) Remit created & and signed-off
- 2) Advertise for a Chair
- 3) Voting
- 4) Confirm Chair
- 5) Initial Meeting – Plan launch, dates etc
- 6) Promote group
- 7) Group to meet
- 8) Evaluation



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## Think SMART – Some practical ideas...

- Time and dedicated resource an issue?
- Want to promote joining?
- Have regions do their own work
- Link articles to an online survey tool
- Condense responses
- Password protect and give groups access

Tip: Use MemberWise Deals to get discounts:



SurveyMonkey.com  
because knowledge is everything



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## Think SMART – Some practical ideas to get your groups started...

- Professional-looking communications
- Corporate style an issue
- Get a designer to compile a generic template
- Use email marketing tool
- Header/Footer etc
- This will cost less than £250

Bonus: 10,000 free emails pcm





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## Think SMART – Some practical ideas to get your groups started...

- Cost of venue hire an issue
- If big – Negotiate with hotel chains
- If small – Consider LA/Council venues
- Consider local restaurants – Upstairs!
- Don't forget the local library



FILM  
NATIONAL  
MEDIA TELEVISION  
RADIO MUSEUM WEB  
PHOTOGRAPHY



**NRM**  
NATIONAL  
RAILWAY  
MUSEUM

science  
museum

IOD

york  
conferences

 THE ROYAL COMMONWEALTH SOCIETY  
AT THE COMMONWEALTH CLUB



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## Think SMART – Some practical ideas to get your groups started...

- Use Social Networking to raise awareness
- Communicate dates
- Set-up a dedicated group(s)
  - Regional Sub-Groups
  - SIG Sub-Groups





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## Get things off to a energising start...

- Consider an initial social event. E.g. Dinner
- Negotiate a discount with the venue
- Promote as a complimentary event
- It will help group get kick-started!
- It will show support from HQ!





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**Storming...**



The 'Getting on with it' part....



## Storming...

- CPD opportunities – lectures, seminars, workshops
- Address specific areas of development
- Focus on frameworks & guidance
- Recognise particular strengths & building upon them
- Mentoring opportunities
- Raising public awareness on related issues
- Complementing national campaigns on a local level
- Networking



## Some Top Tips...

- HQ - Keep up the effort! Don't let it die!
- Regular two-way communication
- Facilitate mentoring for group managers/chairs
- Attendees to complete feedback forms for each event
- Feedback forms – A MUST!
- Ensure evaluations are acted upon
- Groups to have regular executive meetings
- Consider 'mystery shopper' & 'drop-ins'



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**Norming...**



## Norming...

- A mutual plan has been developed
- Clear goals/objectives set and are being addressed
- Clear focus and results are being achieved
- Regular meetings
- HQ satisfied group(s) functioning well
- Groups have attracted reasonable interest
- Ultimately, heading in the right direction!
- Possibly self-financing



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Does this mean we can relax?

**NO!**





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**Some ideas to ramp things up...**





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## **Member Networks Handbook...**

- Related information & advice
- Correspondence templates
- Agenda templates
- Corporate style guidelines
- Electronic versions of logos (optional!)
- Overview of member services
- List of other network contacts
- List of useful contacts



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## On the road to becoming self-sufficient...

- Ensure sector suppliers are aware of networks
- Good ways for them to promote their offering
- Excellent way to pay venue & catering costs!





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## **Think of your networks as:**

- **Living**
- **Breathing**

**Entities....**

**What happens if they are not fed?**

- **Whither**
- **Die**



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## What can you do?

Training for executive members...

- Media Training
- Seminar management Training
- Treasurer/Secretarial courses

This will:

- Show that you recognise their contribution
- Help to keep their motivation levels up!



## Economical Advice:

- Perhaps all network managers meet
- Via say, an annual committee
- In London in the PM
- Why not bolt the training on to the AM?



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## Keep networks involved in core activity:

- Complement national PR campaigns!
- Host an event if local to a national conference
- Provide group updates in publications



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## Keep your finger on their pulse!

- Complement national PR campaigns!
- Host an event if local to a national conference
- Group updates in publications & on website

Let's look at some practical content for your website...



# Promotion of groups...

## Case Study: British Dental Association

- Branches
- Sections

### Branches and sections

- ▾ Central Counties
- ▾ East Lancashire / East Cheshire
- ▾ East Midlands
- ▾ East of Scotland
- ▾ Eastern Counties
- ▾ Essex
- ▾ London / Metropolitan
- ▾ Middlesex / Hertfordshire
- ▾ North of Scotland
- ▾ North Western
- ▾ Northern Counties
- ▾ Northern Ireland
- ▾ South Mercia
- ▾ South Wales
- ▾ South Yorkshire
- ▾ Southern Counties

### British Dental Association Branches



**About BDA branches**

The BDA has an active network of 21 branches, many divided into sections, ensuring local representation and the ability for members to network at a local level.



BDA Local is the generic name for the branch networking system. It's your BDA Local. Offering varied programmes of clinical and social events to help raise the profile of the organisation and the profession from a local perspective. For more information on a particular branch, simply click on the map on the left.

If you have a particular query regarding membership or if you want to link your branch membership to where you work rather than where you live, please call the BDA directly on 020 7563 4550

**Young Dentists Groups**

The BDA also has a small but enthusiastic network of Young Dentist Groups working throughout the UK. For more information on

- Help with searching
- Advanced search
- BDA keyword search
- Find an event
- Find press release
- Find product

Login or Register



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## A word of warning...

- Watch out for 'run away' networks
- Sending out wrong messages
- Groups used not for main purpose
- Cliques set in
- Now new members

Avoided via:

- A clear remit
- Clear objectives
- Regular updates
- Monitoring activity



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## Performing...

### Quantitative Indicators:

- Network survey results
- Member satisfaction survey results
- Number of members attending network meetings
- Number of meetings held per year

### Qualitative Improvements:

- Professional development improvements
- A general improvement in member perception – A community feel



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# Performing...

## Promote and reward exemplar networks!



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## Performing...

Promote wider 'out-reach' work!

- Student Awards – Links HEIs
- Benevolent Fund work/volunteering



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## Adjourning...

Why might a network 'adjourn' or come to an end?





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## Adjourning...

Special Interest Group may have done its job.

Example: A campaign to fluoridate water in Birmingham.

Response: Acceptable for group to adjourn, but perhaps the group could lobby on another subject?



## Adjourning...

Network Chair steps down due to retirement.

Action required: Group Management Refresh

- A 'Call to Action' required
- Communication tools – Make the most of them!



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## **Your initial actions...**

- Compile a Member Network Plan**
- Compile a Communications Plan**



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# Thanks for your time!

- **Sign-up**
- **Electronic copy of slides**
- **Join the network!**

**[www.MemberWise.org.uk](http://www.MemberWise.org.uk)**