



**MemberWise**

**Local Member Networks**

**Christmas Social 2011**



## **In this session:**

- **Explore the life-cycle of member networks**
- **Practical advice & tips**
- **Case study Examples**
- **Compile a draft 'Member Network Plan'**
- **Opportunity to network**
- **Question and Answer Session**



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## **In this session:**

- **Explore the life-cycle of member networks**
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## **Please bear in mind...**

- **Everyone 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!**



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## **The basics:**

**Why**

**What**

**Who**

**Where**

**When**

**How**



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## **Why?**

- **Contribute to organisational aims/objectives**
- **A tangible member benefit on a local level**
- **A sense of community!**
- **Take part in CPD/learning together**
- **Economies of scale**
- **Group cohesion – strong!**
- **Help lobby on a local level!**
- **Future talent identification**
- **Regional representation**



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## **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**



## Who...

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

## Internal perspective:

- **A responsibility of existing member of staff?**
- **A dedicated member of staff?**



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# How?

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





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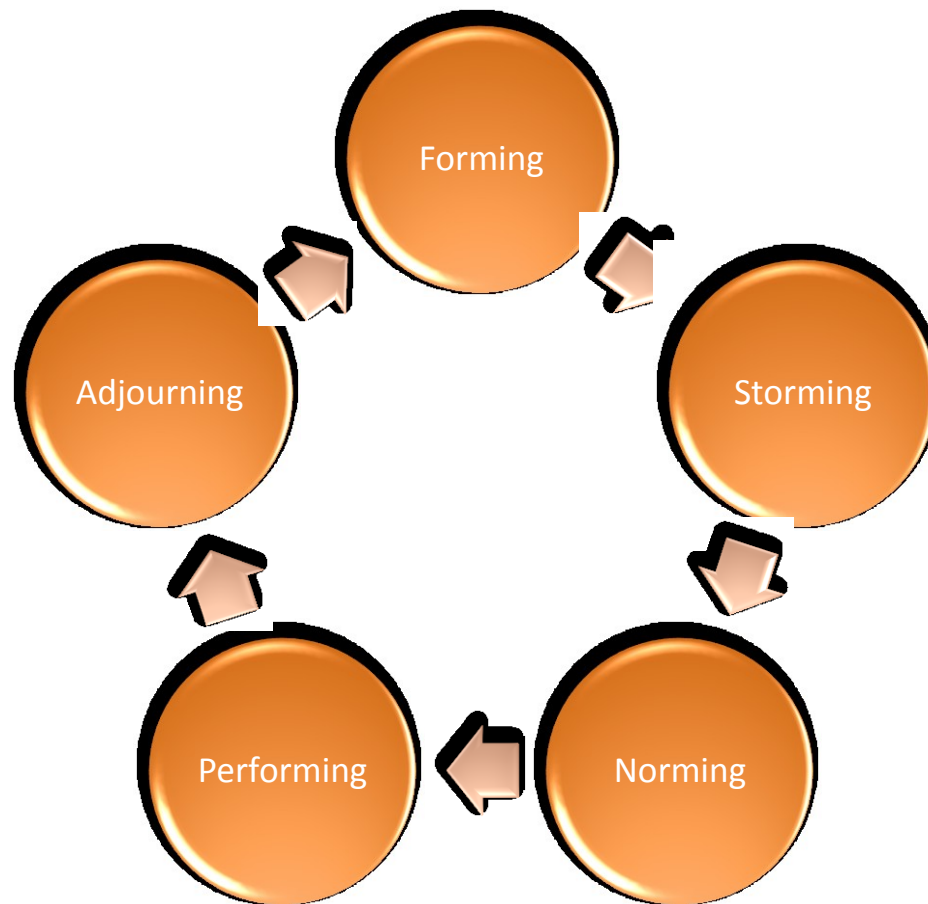
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**A member network plan is a useful start point....**

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



# Local Network Development Life-Cycle





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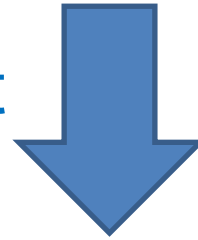


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## Forming...

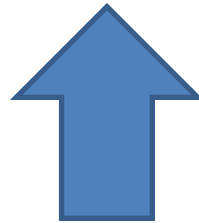
There needs to be a  
basic appetite:

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 networks  
Communications plan

With all relevant departments...





## Communications Plan...

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



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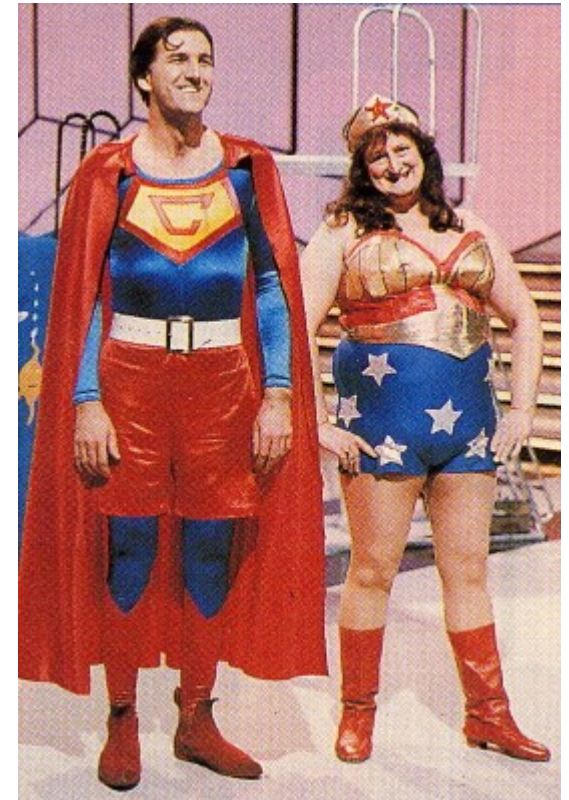


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## Forming...

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...**

E-Newsletter Article

Dedicated Email

Online Discussion Forum Posts

Adverts

Journal

Dedicated Flyer

Online Social Networking Site

Website

Magazine

Plug at an event



## 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 Online 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 energised 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 – JFDI!

- 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**



## What can you do? Invest in your 'local'

Training – Consider:

- 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



Branch: Yorkshire

#### 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

Search BDA

- 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 can set in – Not good!

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!

- Future 'talent' identification!
- Student Awards
- Benevolent Fund work/volunteering



## 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!
- Refer back to 'future talent' identification