



MemberWise



Promoting value and good business practice

Membership Money Saving Expert





- Some useful money Saving Tips!
- Integrate into current & future strategy
- Contribute towards improved Member Value!
- Not all tips will suit all...
- Presentation to be circulated...



Introducing 'The Functions'

- Membership – Renewals, Online Joining, Upgrading
- Finance – Tax, Charitable status benefits
- Marketing – Direct mail, materials
- Public Relations – Lobbying - national/local campaigns, YouTube
- Information Technology – Hosted applications, new technologies
- CPD – eLearning
- Events – Online registration, venues & hotels
- Travel



Compile a clear renewal schedule – Cost £0

- Renewals calendar for 12 months
- + 2 months – Justification of membership
- + 1 month – Notice of forthcoming renewal
- Due – Reminder of fees due
- - 1 month – Second reminder of fees due
- - 2 months – 7 day notice + online exit survey
- Revisit bounces/returns
- Schedule alternative address mailing
- Evaluate exit reasons and possible actions
- Review attrition rate
- Try to move existing members on to DDs (paperless/5% discount)

In association with:



£0



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Online joining for free!!

- Online Survey Software
- Basic account – FREE with most providers
- 100 completes per month – great for small volumes

Positives

- It is free
- Enables non-members to apply to join online
- Easy to administer

Negatives

- New form needed periodically
- You will need to manually follow-up
- Not HTTPS – data transfer not encrypted



See [MemberWise](#)...



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A full subscription will deliver more...

- Online Membership Satisfaction Surveys
- Online event registration
- Register interest in focus groups
- Monthly online polls
- Integrate live results on your website
- Mobile phone surveys
- More advanced & cheaper than the other major providers
- Institute for Payroll Professionals (UK)/Credit Research Foundation (US)
- Annual cost £100

MemberWise offer: £25 off annual subscription

See: www.MemberWise.org.uk for more info...



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PDF it!

- Make your online documents look more professional
- Adobe Reader (9.3)
- It's free!
- Adobe Acrobat 9 Pro
- Fillable PDFs for application forms
- Nice option if online joining is not quite in-reach
- Be aware of accessibility issues
- Adobe Education Store (not main site)
- 60% cheaper



Adobe



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Membership upgrading for professional membership organisations...

- Structured Membership Grades
- Competency-based access to higher grades – The way forward!
- Make the process easy but don't compromise integrity
- Consider reciprocal agreements with similar organisations
- Makes the process easier
- Should cost you less to administer – Time & money
- Consider the Zoomerang! to enable online upgrading





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Tax doesn't have to be taxing!

- Section 344 of Income Tax Act 2003
- List of approved charitable bodies with HMRC
- Enables members to independently claim tax relief against fees
- Translates to a 20–40% discount
- Some healthcare-related membership orgs – 70%
- Low cost to action – Time or money
- Reduced annual fees
- Improved membership proposition!
- Email charities@hmrc.gov.uk for further info!
- Warning: You do need a critical mass before applying
- Case Study: Chartered Insurance Institute website





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Charitable status

- 80% business relief from your local council on property
- No income tax/corporate tax on surpluses
- Tax relief

MemberWise offer: 30 minutes free advice from



Bates Wells & Braithwaite
SOLICITORS

See www.MemberWise.org.uk



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Some Marketing tips for you...

It really doesn't have to be like this! No really...

Car Boot Sale 23rd January!

The Car Boot Sale is coming soon!
Please bring in anything that you don't want, but is still in good condition.

Please bring in the stuff to Mrs. Quine's room or you can ask your school councillors to help you.

By Thursday 21st January 2010, so we have time to sort and price it.





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Direct Mail Ideas...

- Royal Mail Charges – Mailsort 3 + Mailsort 3 Deferred instead of 1 and 2
- Separate design and print
- Shift from A4 to A5 – Mini Mag Example
- Consider offering virtual publications (PDF) – Check out 3D Issue Manager!
- Consider hardcopy opt-outs + an environmental statement
- Consider brochures with separate inserts – enables segmentation and will make updating easier & more cost effective

In association with:





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Marketing Materials - Design

- Images – Use iStock or Dreamstime
- Dreamstime.com – Free images & 50% less
- Great images – High impact
- High and low resolution (web/print)
- Always get three quotes
- MemberWise branding service coming soon


lowest price for high quality stock photos



See www.MemberWise.org.uk for further info...



Marketing Materials

Design

- Images – Use iStock or Dreamstime
- Dreamstime.com – Free images & 50% less
- Great images
- High and low resolution

Print

- Always get three quotes
- Membership-Plus – 10% off
- RedActive Print Management – 10% off

See www.MemberWise.org.uk for further info...



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Email Marketing

- Professional looking emails – Not out of reach!
- Introducing VerticalResponse...
- 10,000 free emails per month & discounted credits
- Track campaigns via analytics
- Integrate with social networking sites
- Complement hardcopy campaigns
- Other reputable providers – ConstantContact



See www.MemberWise.org.uk for further info...



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Want attention in the media but no PR professional?

- Check out the Community Service Volunteers (CSV) Action Network – training and advice
- Consider press-release distribution services
- www.responsesource.com - £45 per release
- Contact direct via email & follow-up with a phone call
- Consider buying a journalist or writer year book

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Complement national campaigns with local ones...

- Lobbying
- Add a template letter to online campaign content
- Make it easy for your members to get involved!
- Introducing WriteToThem.com...
- Plug-in widget for your website
- Members input their postcode
- Supplies local MP/MEP contact info
- Includes MSPs, NI, Welsh and London Assembly Members

- Let me show you...



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Homepage...

Subscribe...

Advice Sheets...

About this site...

About our subscribers...

Online Networking...

Benevolent Funds

Consultants

CPD & eLearning

Events

Facilities

Financial Management

Human Resources

Info Centre/Library

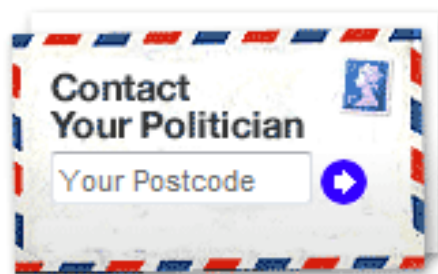
Information Technology

Lobbying

An important role for membership organisations and charities is to lobby government to maximise your ability (and that of your members/donors) to take part in this activity

Supplier Information

Writetothem.com



WriteToThem.com

This is a great resource if you want to encourage your members or donors to lobby local politicians via your website. This not advised for national lobbying for obvious reasons.

The MemberWise website is a new resource and we are working hard to feature reputable suppliers. If you would like to recommend a supplier please contact the [MemberWise Team](#)

1. Enter postcode 2. Pick representative 3. Write message 4. Check message 5. Confirm email

Now select the representative you'd like to contact

You have several elected representatives at different levels of government. If you aren't sure who to contact, please read [this advice](#).

Your Councillors

Your 3 Haverstoe Councillors represent you on North East Lincolnshire Council. The Unitary Authority is responsible for all aspects of **local services and policy**, including **planning, transport, roads** (except trunk roads and motorways), public rights of way, **education, social services** and **libraries**. Most Councillors are not paid a salary, but get a small basic allowance for the work they do

Your Member of Parliament

Your Cleethorpes MP represents you in the House of Commons. The House of Commons is responsible for **making laws in the UK and for overall scrutiny of all aspects of government**.

- [Shona McIsaac](#)
Labour

[Find out more about Shona McIsaac at TheyWorkForYou.com](#)

Your Members of the European Parliament

Your 6 Yorkshire & the Humber MEPs represent you in the European Parliament. They **scrutinise proposed European laws** and the **budget of the European Union**, and provide **oversight of its other decision-making bodies**.

[Write to all your MEPs](#)

- [Linda McAvan](#)



Considered a YouTube Campaign?

- Ability for other members to add messages of support
- Don't under estimate this medium
- Want an example? Introducing the [Sydney Swans](#), Australia





The Sydney Swans

- Probably didn't cost a fortune to create
- Shows passionate supporters
- Shows diversity of supporters
- A tad light-hearted!
- Engaging
- Call to action – Visit the website!
- Nice touch at the end by the manager
- Could your membership organisation do similar?



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Junior Chamber International....

Let's look at [Junior Chamber International \(JCI\)](#)...

- A membership organisation of over 200,000 members
- Profile - young people looking to make change within local communities...
- Video promotes that membership will enable networking
- It creates opportunities
- A clear call-to-action – Join!
- Could this work for your membership organisation?



Social Networking - Where to begin?

- Informal – FaceBook
- Formal – LinkedIn
- Twitter – Good for publishing small sound-bites – Jim Knight MP
- MemberWise Social Network Advice Sheet
- PARN – Dedicated research
- How powerful can it be in the membership world?
- A little to early to tell...
- A social revolution - [Some mind-blowing facts for you...](#)



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Information Technology - OUT is the new IN...

- Push suppliers for hosted applications
- CPD tools, network/website servers
- Risk reduced
- Less internal IT-related support requirements
- No chance of hardware becoming redundant
- Energy cost savings
- Supplier taking a more active role

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Encompass new technologies to save...

- SMS voting
- SMS invitations to events & last-minute event discounts via SMS
- Online voting
- Online member satisfaction surveys
- Online polls on your website
- Free html widgets

- Out of reach? No! Back to our pal Zoomerang!



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eLearning solution for less than £120

- Adobe Presenter 7
- Transform PowerPoint to interactive Flash Player compatible experience
- Add audio, visual and simulations
- Add-on quizzes to establish learning
- Add feedback surveys to gain feedback
- Normal price £500
- Education Store price £119.79!

ADOBE PRESENTER 7





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Events – Online Event Registration

- Online event registration
- Solutions have improved
- Now easy to integrate

Introducing EventElephant...

- Free use if holding free events!

Introducing Event Connections...

- 25% MemberWise discount





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Venues & Hotels

- Do not allow an agency to book your venue or accommodation unless you are short of resource
- Book yourself & earn the commission!
- Hotel rooms – Typically 8%
- Cut-out the middle man!
- MemberWise list of venue providers
- Negotiated government rates
- 40% off venues & up to 50% off hotels



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Venues & Hotels

- Negotiated government rates direct
- 40% off venues & up to 50% off hotels
- MacDonald Hotels – 40% off
- London Science Museum – 10% off
- York Railway Museum & University of York – 10% off
- Institute of Directors – 10% off
- Royal Commonwealth Club – 10% off
- List of membership organisations offering venue-hire

See: <http://memberwise.org/vfh.aspx>



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Travel

- Virgin Charity Line – Off-peak for peak!
- Offer a DD line for ‘approved’ individuals
- Advanced booking on trains
- Get a Bite card! – 20% off!

See: <http://memberwise.org/travel.aspx>





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Value-Added Benefits/Services

- Negotiate discounts with sector suppliers & offer to members
- Speak to insurers – Professional Indemnity Insurance (PII)

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Instinctive Systems



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Thank you for your time

Visit www.MemberWise.org.uk for further info...

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