

Membership Matters



December 2018



Welcome

Hello and welcome to the last Membership Matters of this calendar year and the completion of a whole year of it in its new format.

I do hope you have found something to interest you, if there is anything you would like me to cover please email me at membershipdirector@sigbi.org I will be delighted to hear from you.

The Liverpool Conference has now been and gone, and one of the highlights for me was meeting so many of you, it was great to put faces to names.

We are all currently busy with the 16 Days of Activism, but once that is over the festive season will be upon us, so can I take this opportunity to wish you and your families a happy and safe New Year.



Judith Grocott
Director of Membership

The Memorial Fund

Memories of the last Federation Conference in Liverpool are fading fast, so now it is time to be thinking about Bournemouth. I had the enjoyable task of meeting last years Memorial Fund recipients in Liverpool and we are now looking for next year's beneficiaries.

The Memorial Fund was originally set up in the memory of Gladys Thyer-Jones (GBI president 1962-1963), Betty Burton (GBI Treasurer 1964-67) and Nellie Neal (Past Federation Treasurer). All three women were committed Soroptimists. Gladys Thyer-Jones had undertaken extension work in India and Pakistan which lead to the chartering of the first two Clubs in those countries, Delhi and Lahore. Nellie Neil was the first woman stockbroker in the British Isles.

The Fund was created in the memory of these three women and was to facilitate the attendance of members at their first SIGBI conference outside the country of their residence and to increase their knowledge of Soroptimist International as an international organisation.



So, if you have been a Member for over two years, have not attended Conference before, and do not live in the UK, then you can apply for a Memorial Fund award to help you to attend the Bournemouth 2019 Conference.

Please check the flyer and application form below for full details:

www.sigbi.org/members/membership/memorial-fund-award/

Have you considered.....?

In – the coming year, think about raising your Clubs profile by awarding a "Volunteer of the Year" Certificate to someone in your Community who has given exceptional service on a voluntary basis.

Ask local charities or businesses to nominate someone, and have a panel within the Club to make the final selection. Invite the winner (and Press) to an event where the Certificate can be presented.

You can use the certificate template shown here (which is in both Word and

PowerPoint format).

[Template Certificate - Word](#)

[Template Certificate - PowerPoint](#)

www.sigbi.org/members/clubs/



Roll Out the Welcome Mat

Hospitality/ *noun*. The friendly and generous treatment of guests or strangers. The Oxford Dictionary.

When a prospective member visits your club, or when a club member brings along a friend or family member to a meeting, does that guest walk away feeling welcomed, valued, and excited to come back? We all know how to be polite and kind to strangers, but by taking a few extra actions to demonstrate enthusiastic hospitality, your club can really "WOW" visitors. That feeling will bring them back to participate in club fundraisers, programme work, and can be the first step to member recruitment.

Here are a few ways your club can go above and beyond to welcome a visitor at your next meeting:

- Offer transport: Even if the prospective member could drive herself to the meeting, it's still a great gesture for a club member to offer her a ride. Most importantly, providing a way to get there means the prospect doesn't have to enter the meeting by herself – she's already made a connection with a member before she walks in the door. Alternatively, you can also provide directions and/or offer to meet her outside when she arrives.
- Wear name tags: Keep blank name tags on hand for visitors, and ensure club members regularly wear their name tags. This makes

conversation and connection easier for a guest, who may be overwhelmed by the number of new faces she is introduced to!

- Create a hospitality committee: Make sure that at each meeting, specific members are assigned to welcome visitors. Their job is to help a visitor find a seat, and sit with her or introduce her to other members to ensure that she'll be engaged right away.
- Provide background information: Keep some leaflets on hand with basic information about Soroptimism.
- Follow up: Have a member call the visitor a week later to thank her and let her know what other meetings or club activities are coming up. This shows a prospective member that you really enjoyed her company and want her to come back. You may also be able to answer any questions she might have thought of since her visit.

If your club already does some of these things, you're on the right track! By consistently providing enthusiastic hospitality by taking these actions, your club will be more likely to remain connected with guests. Visitors who enjoyed a meeting will come back to volunteer and participate in club events.

Simply welcoming prospective members is the type of engagement that is the first step on the path to membership!

Putting Facebook to Work for us...

Have you ever wondered how to use a Facebook Frame?

Soroptimist International PR Liaison Wanda Peters, begins a series of articles helping you maximise the Soroptimist

message, with the first piece explaining just how easy it is to apply a frame .

Why not take a look?

www.soroptimistinternational.org/putting-facebook-to-work-for-soroptimist-goals-part-one



Useful Links

Membership Toolkit items have moved - check out the Clubs/Recruitment, and Communications/Digital Images areas!

www.facebook.com/SoroptimistSIGBI

www.twitter.com/SIGBI1 when tweeting, always mention @SIGBI1

www.sigbi.org/members/communications-2/websites-and-social-media/social-media

Get in Touch



Any questions or ideas?
Got something to shout about?



membershipdirector@sigbi.org

Podcast – I hope you have heard the Podcasts previewing Membership Matters?
Keep listening for further tasters of things to come!

