

# Membership Matters



February 2018



## Welcome

Welcome to my first Membership Matters and its new look. Since its inception many years ago, Membership Matters has regularly had facelifts and updates and I do hope you like the latest.

Looks may change, but I hope it will still be a format to share ideas about growing and retaining members and I look forward to hearing about these in the future.

These are exciting times for our membership, building on all our work with Growing our Brand and the Development Days we are now slowly stemming the decline in membership and dare I say perhaps turning the corner and growing!

**Judith Grocott**  
*Director of Membership*



**W**omen of the World is

a global festival movement launched by Jude Kelly CBE at the Southbank Centre, London in 2010. It celebrates women and girls, looking at the obstacles that stop them from achieving their potential. To date, WOW has reached over one million people worldwide and this number is growing each year. So far, there have been 45 festivals in 15 cities across 5 continents.

Each festival is made up of talks, debates, music, activism, mentoring, and performance, whilst taking a frank look at what prevents women and girls from achieving their potential. It raises awareness globally of the issues they face and discusses possible solutions.

It reaches people from a broad range of social backgrounds, supplying a completely different sense of action and energy than a conventional conference.

Previous speakers have included Malala Yousafzai, Christine Lagarde, Salma Hayek, Annie Lennox, Gordon Brown, Julie Walters, Patrick Stewart and many more including hundreds of women and men who don't have public profiles but are working every day to achieve gender equality.



In 2017 SI Perth had a successful presence at their local WOW sporting, as you can see from the picture, the Soroptimist T-shirts. In 2018 WOW will be coming to London, Norwich, Cardiff, Bradford and Exeter - perhaps this would be worth the clubs in these areas investigating?

## Membership Packs

**W**hat clubs give to new members is something that the Membership Committee is looking at and it was whilst doing this that Bona Okigbo from SI Apapa in Nigeria sent me this delightful picture of club members.

SI Apapa have a membership bag which is given to new members containing the SIGBI membership pack, local documents and a sash.



## A word about Partnerships

**S**IGBI is an 'imagined community'. We only ever meet a comparatively small number of our fellow members. Yet we know that collectively, members undertake important and significant charitable activities throughout the clubs and regions of our federation. To fuel the enthusiasm of our community, we need to tell them what we have been up to in our local and regional campaigns. We also need to showcase those efforts to the public in order to recruit new members.

When setting up charitable campaigns and partnerships with

organizations, consider the following:

- What social media presence do you and your partner organisation have? Agree to work together to showcase both your work and theirs to a larger audience.
- Are there press campaigns that could showcase your work? Consider approaching local, regional and national print and online media where appropriate. Work with partners to highlight both your work and theirs.
- Report back! Follow-up on your good work. Agree with partners to revisit your work after it has been completed – what benefits have your efforts had? Let fellow members know!

Agree a schedule of media/social media outputs from the start of a partnership. Publicise your initial goals; your work as it progresses; and the outcome of your campaigns. Finally remember to send news of campaigns to HQ's for inclusion in newsletters and social media .

## Facebook and Facebook Groups

**F**acebook is great for connecting with your friends, family and fellow Soroptimists. You can also follow pages and join groups. SIGBI have several "How To" guides to setting up and using Facebook (and other social media networks). These include setting up a personal Facebook **account** and setting up a Club Facebook **page** - note they are different! (see link at the bottom of this article). Also on this page there are links to some useful information about why you may not be seeing all the news that SIGBI posts, and what steps you can take to remedy that, and some advice to consider when posting items to the SIGBI Facebook

page in the form of a Social Media Disclaimer.

Are you aware of the SIGBI Facebook groups? They are closed groups which means that administrators must approve members and only group members can see posted content.

**SIGBI Communications & Membership Group.** This is for anyone involved in communications and membership for SIGBI. The purpose of this group is to share ideas, strategies and best practice.

**Soroptimist International GBI.** A group for any members. Its purpose is to provide a discussion

forum, particularly anything generic about programme action.

You can click the [Join Group](#) links on the linked web page which will take you to the Facebook log in page. Or if you are already logged in to Facebook, search for the name and click [Join Group](#). Lisa Roscoe will verify that you are a Soroptimist and you will receive notification within a day or so that you have been added to the group.

There are also closed groups for **Generation X** members (born early 1960s to early 1980s) and for **Associate Members**.



[www.sigbi.org/members/communications-2/websites-and-social-media/social-media](http://www.sigbi.org/members/communications-2/websites-and-social-media/social-media)

## Membership Month

Just as the time since Christmas seems to have flown, the time between now and May will do the same! So, don't leave planning until May that could lead to disappointment and a missed opportunity to benefit from the accumulated publicity, generated by us all working together to encourage membership of our wonderful organisation.

Good luck – and you know the old saying 'Fail to plan is plan to fail'.

Check out the **Membership Toolkit** at

[www.sigbi.org/members/clubs/membershiptoolkit](http://www.sigbi.org/members/clubs/membershiptoolkit)

## Get in Touch



Any questions or ideas?

Got something to shout about?



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**Podcast** – Did you hear the Podcast previewing the new Membership Matters?

I'm hoping to produce one for each edition of Membership Matters to give a taster of what's coming.