



Soroptimist International Northern England Meetup

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What is meetup?

- Meetup is an online social networking service intended to help people organize online and join group meetings
- Meetup has **8 million members** in 100 countries, 65,000+ Organizers, 80,000+ Meetup Groups, and 50,000 Meetups are scheduled each week
- Meetup tutorial
<https://www.youtube.com/watch?v=o-wEwg6iyvc>

Why do we need it?

Discussed at the 'Grow Your Brand' development day as a possible tool to help clubs increase their membership.

Potential to :

- increase awareness of clubs through an online site bringing people with similar interests together
- advertise what we do to approximately 1000 ladies already using meetup in the North
- Once club members are signed up it can reduce secretarial work for clubs by posting meetings/RSVPs/apologies and messages on the site for all regional events/club meetings and socials

How will it work? Recruiting new members

- Ladies looking for something at the Meetup site see a list of all clubs/activity headlines
- If they want to find out more about our club they press to join and are asked a series of questions
- Cynthia Bartley will then contact them on your behalf to get more information
- If they don't reply they will be deleted. If they do they will be passed to club membership officers to take forward.
- Once they are fully connected with a club we can approve them for our Meetup site

How will it work?

Reducing club secretarial work

- Each club will have a nominated 'event organiser' who can post events
- Once the majority of a club's members are registered with Meetup, club meetings and socials can be posted by the event organiser
- Events can be set with closing dates for RSVPs, maximum numbers, location maps of venues and any special messages
- Members can RSVP, send apologies, post messages against specific events
- All those who are booked to go to an event will receive an email reminder the day before

Buddy system recommended for those members who have difficulty using computers

Why should club members join Meetup ?

- It will help clubs recruit new younger members if we can show we are a dynamic organisation with 200+ members using the Meetup platform
- It is how younger people find and join groups of like minded people – we need them
- It is easy to operate and will help you to see all the meetings/socials happening across the region, RSVP and message organisers without needing to find emails etc
- Potential to reduce the Secretary's workload if we all make this work.

How to register

Google - Soroptimist International Northern England Meetup

Go into <https://www.meetup.com/Newcastle-Upon-Tyne-Education-Technology-Meetup>

Apply to join

Load a picture (preferably a photo but it can be anything)

Answer question 1- 'I am already a soroptimist member of ??? Club'

Complete Q2/3 box with wording 'Not required – already a soroptimist'

You will receive a message from me approving you and then have access to the site

Posting your club meetings and socials

- Designated club member will be able to post events and will appear on the site as event hosts
- To post an event you will need a title, date/time/place/description/host/attendee limit
- Press schedule the meetup and it will appear on the site immediately.
- You can announce the event immediately or wait until nearer the time
- Members who RSVP will get a reminder a few days before
- There is a comments box attached to the event where members can offer lifts etc
- (the site is under maintenance at present so I always take the option at the top 'use old experience')

The story so far

- 33 approaches by potential members
- 10 linked with clubs
- 3 face to face meetings
- 7 attended Newcastle/North Tyneside area new members meeting at John Lewis 17/3
- 3 attended Tynemouth and Whitley Bay membership showcase evening 14/5 – two are now full members.
- 6 clubs now have at least 1 member registered and 33 of our 284 members have signed up

The potential

'I've just moved up here from Lincoln where, through some early days Womens Equality Party promotion I met a wonderful woman who had been a soroptomist for decades. I remembered her talking about the work she'd done to encourage girls in education years ago and it was really inspiring. We seem to be on another very necessary great push to empower women and girls and I'm keen to get involved with this.'

The potential

Thanks for your message. I met a member of the NI Soroptimists at a volunteering session for the Homeless Period in Belfast just before Christmas. I chatted to her about the organisation, which I hadn't heard of, and thought it sounded very interesting. I'm looking for ways to volunteer in feminist and women-supporting causes. Knowing I was moving over to Newcastle in January, I didn't join the Belfast group, but thought I'd wait until I was here!

Possible outcomes

- Members like the site and are using it £10 per club is well spent and renew for next year
- Members use the site but don't like it and we don't renew
- Members won't look at the site and try it and we don't renew

Will we have to conclude that the majority of Soroptimists do not/will not use social media which may be a major problem for our clubs

Next steps

Clubs to aim to get as many computer literate club members signed up and using the Meetup site with buddy system in place for other members

How? What help needed?

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Always happy to help