

SI Tynemouth, Whitley Bay & District – Club Development Plan 2020-2023 – Page 1 - Overview of Priorities (April 2022)

Administration (of Club Meetings)	Membership
<p style="text-align: center;">(Club President and Club Secretary)</p> <p>A. Ensure that the format of a Club Meeting enables members to participate in small group activity, discussion and debate alongside essential business and selected officer updates</p> <p>B. Obtain formal feedback from guest speakers about their experience at Club Meetings</p>	<p>A. Develop a Succession Plan for 2020-2023 (Club Officers)</p> <p>B. Focus on personal recommendation as the main method of recruitment to maintain membership at around 30-35</p> <p>C. Ensure support and provide Club information and PA themed activity for new members and potential members</p> <p>D. Develop and strengthen the mentoring and buddying systems</p>
Communications	Programme Action
<p>A. Make effective use of Club promotional material and continue to develop a Club profile in the community</p> <p>B. Maximise Club use of all Social Media for posting examples of Programme Action and promoting our Club and Soroptimism by sharing responsibility among volunteer members</p> <p>C. Complete relevant Social Media analysis and infograms and inform Club members</p> <p>D. Encourage and support Club Members to use Social Media to share and learn about Programme Action within the Club, SINE, SIGBI and across all Federations</p>	<p>A. Develop members' knowledge and use of lobbying</p> <p>B. Continue current Programme Action activity and further develop specific projects (see Appendix 1)</p> <p>C. Support members to access and complete PA reports and ensure these are entered onto the SIGBI database</p> <p>D. Explore new funding streams to support Programme Action and seek advice on the application and submission of bids</p>

SI Tynemouth, Whitley Bay & District – Club Development Plan 2020-2023 – Page 2 – Priorities and Tasks (April 2022)

Administration (of Club Meetings) – Club President and Club Secretary		Membership	
Agenda	1. Consider appropriate number of items ✓ 2. Consider quarterly officer updates (other than Secretary and PA) ✓	Succession Plan	1. Develop a Succession Plan 2020-2023 (Club Officers) ✓ 2. Consider a Succession Plan beyond 2023
Attendance	1. Encourage members who cannot attend a meeting to send apologies to the Club Secretary ✓	Recruitment	1. Maintain an aspirational target membership of 35 ✓ 2. Focus on personal recommendation as the main method of recruitment ✓
Discussion and Debate	1. Include small group activities as regularly as possible ✓ 2. Allow Executive Officers to report back from meetings to all members and allow time to discuss decisions taken/to be taken ✓	Retention	1. Ensure support for new members and potential members ✓ 2. Prepare pre-membership folders containing activity sheets, calendar, list of key people (with photos and contact details) and leaflets 3. Consider an objective of (at least) 1 hour of each Club meeting to be spent on PA themed activity/project/discussion/ideas/guest speakers ✓ 4. Widen opportunities to share and seek support for PA activities and Membership development ✓
Formal Feedback	1. Obtain formal feedback from speakers, guests and potential members about their experience	Mentoring and Buddying	1. Identify 3 / 4 experienced members as Buddies and include in Membership Pack ? 2. Identify roles and responsibilities of Buddies ? 3. Develop a formal process for the selection of a Buddy for a new member ?
Communication		Programme Action	
SIGBI Website	1. Develop members' knowledge of SIGBI website ? 2. Ensure PA reports are entered into database to enable SIGBI to select relevant articles for Soroptimist News (with PA Officer) ✓	Lobbying	1. Encourage members to take responsibility for entries in the Lobbying Book when they have signed petitions etc. ? 2. Access advice/guidance for lobbying

Social Media	<ul style="list-style-type: none"> 1. Send Club members Twitter infograms provided by SIGBI (and print if requested) ✓ 2. Complete Facebook/Twitter analysis on 4 SIGBI identified key dates for 2020-2021 (and select 4 key dates annually ✓ 3. <i>Post regular videos on Facebook of community work linked to SIGBI's 4 dedicated days of action ?</i> 4. <i>Investigate further Facebook training ?</i> 5. Encourage members to use Club Instagram account ✓ 6. Include input from members who are experienced users of social media and SI site in the final version of the Friendship Links Guide (and include this in the New Members Pack) 7. <i>Introduce an 'International Correspondent' Badge (and possibly Oscars) award to be earned and awarded to members who demonstrate interest in response to the Wanted Poster and Job Description ?</i> 8. <i>Hold Workshops (1-1 or small group) sessions using various media sources to discover what Soroptimists are doing around the world ?</i> 9. <i>Produce a set of screenshots of good practice related to our use of social media to promote Soroptimism to share at the Club ?</i> 	PA Activity Development	<ul style="list-style-type: none"> 1. Continue with the comprehensive programme of projects (see Appendix 1) ✓ 2. Encourage more members to become involved with specific projects e.g. knitting/sewing, Brierdene.... ✓ 3. Develop a link with Smartworks (and consider potential for further support) ✓ 4. Plan and support activities and events to celebrate the Soroptimist Centenary locally, regionally and nationally ✓
Promotional Materials	<ul style="list-style-type: none"> 1. Seek professional design for next batch of Club Leaflets ✓ 2. Club Banner design to be finalised and printed ✓ 3. Inform interested members of Club T-shirt prices/options ✓ 4. <i>Compile a Directory of Club promotional materials ?</i> 	PA Reports	<ul style="list-style-type: none"> 1. Ensure Programme Action Reports are entered on the SIGBI database (see Appendix 1) ✓ 2. Provide support for members to access and complete the PA reports ✓
Promotional Activity	<ul style="list-style-type: none"> 1. Take part in community events whenever possible ✓ 	PA Funding	<ul style="list-style-type: none"> 1. Explore other funding streams to support projects 2. Meet with 'bidding expert' who will advise members on how to complete bids