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OFFICERS' NEWSLETTER 96

BRANCH LIAISON SECRETARY

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Attending Exhibitions

To all Branch Committees.

With 2016 now upon us I am writing to you to ask you to encourage your Branch to help promote the Society by exhibiting at local exhibitions. These can be model railway exhibitions, open days, special events on preserved railways or sometimes swap meets (these often have a transport section). In many cases the cost is fairly minimal particularly for Societies, as you can often get a up to 50% off the price of a trade stand, so please do query the costs when you make enquires about exhibiting as we are a non-profit organisation. We are not asking for you to hold stocks of books and Society publications but if you do, you keep 15% of the selling price of new Society publications and all the profit from your own book stock.

The primary purpose is to keep the name of the Society in the public domain and to recruit new members. The 2016 recruiting campaign is in full swing and those who join the society can do so for £15. Lapsed members are also entitled to join at £15. In 2015 we recruited well over 200 new members, many at trade and exhibitions stands. We all have RCTS membership packs within the Branch and back numbers of RO's, it costs almost nothing to produce these and they can be used as giveaways to show what we do as a Society and promote the superb quality of the RO.

You could also give a back issues of the RO to children and you will find that parents will often thank you on their behalf and stop for a brief chat and then read the magazine when they get home. Should you require additional RO's or membership packs please contact me and I will arrange for a supply to be sent to you.

I also have a quantity of large black table clothes with RCTS lettering; RCTS banner stands and polystyrene header boards again with the RCTS logo, available for loan. If you need any further help with equipment, stock, etc. please contact me and I'll do my best to help. Among other items I have are

details of many railway events around the country which are usually advertised on fliers at the various exhibitions I have attended, again please get in touch if you need assistance to find dates and location.

If your event is indoors and your Branch has a digital projector why not show a running presentation on a back wall or a laptop on your stand. You will find moving pictures are a great way of getting people to stop and look, particularly the younger generation.

Please make a real effort to get involved, you'll find it very rewarding not only for you personally but financially for your Branch and the Society, please give it a try.

Exhibitions are a great way of meeting people and explaining the benefits and details of belonging to RCTS as well as advertising that we are 'Britain's Leading Railway Society',

For more information my contact details are:-

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Dave Elsdon
Society Exhibitions Officer

SOCIETY INSURANCE POLICY

The 2016 Insurance Policy, which gives us cover up until the end of the year, is now available. Any branches requiring a copy can obtain one from myself, Alan Cooke or Bob Green, the Society Secretary.

So far we have 19 new recruits this year – compared with 13 at the same time last year.

The information contained in this newsletter is for use of RCTS Officers and Members only and should not be communicated outside of the society

22nd January 2016