

BRANCH LIAISON SECRETARY

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Officers' Newsletter 163
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90th Anniversary Special Membership Offer - A reminder

With some branches about to hold their first meeting since the Society announced its offer of free membership for 2018, this newsletter is just to ask you to strongly promote this opportunity to increase Society membership.

The offer is open until 31 October and is for free membership until the end of 2018. The new member can choose either the digital or hard copy RO. Some branches have already taken up the challenge and have enrolled ten or more members whilst our magazine advertising has been hugely successful.

The August RO will have included a membership form and a note to also encourage individual members to recruit one or more new members. For each form that they complete they will be entered in a draw, the winner receiving free membership for 2019. If they use membership forms other than the one accompanying the RO they need to clearly write on the form 'proposing member' followed by their membership number. Please remind members about this at your meetings.

There is a simple flyer advertising the 90th Anniversary Special Membership Offer attached to this Newsletter that you can print off and use at branch meetings where visitors sign in and make their donation. Just make sure that you have a good supply of membership forms available if you decide to use it.

How is it going so far?

As at 31 July 2018 the number of new recruits under the 90th Anniversary offer stands at **526** - an excellent result and exactly what we hoped for. This works out at an increase in membership of nearly 23% which is brilliant, and the recruitment initiative is not over yet so there will be more. The next task is to see how many will renew their membership once the free offer runs out at the end of December 2018 which brings us to engagement.

We would be interested to know how many of our new colleagues attend one or more branch meetings so please let me know at liaison@rcts.org.uk how many new recruits attend branch meetings or other branch activities and you need no reminder from me about making sure that new members feel welcome. This is a subject that branches have already raised themselves as being particularly valuable in encouraging and retaining new members.

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

And Finally

If you have not already done so, please will you all ensure that your branch website pages in the 'Dates for your Diary' section are up to date as far as possible showing the list of forthcoming branch meetings with dates, speakers and subjects for the 2018/2019 season. This way new recruits can see what is happening at the branches and it should help to keep their interest with a view to encouraging renewals when the special offer runs out.

Thank you.

Kind regards

Irene



90th ANNIVERSARY SPECIAL MEMBERSHIP OFFER

SIGN UP NOW FOR

FREE MEMBERSHIP

UNTIL THE END OF 2018

**TAKE ADVANTAGE OF THIS OFFER WHILE IT LASTS
(OFFER ENDS ON 31 OCTOBER 2018)**

FORMS AVAILABLE TO SIGN UP NOW

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