

BRANCH LIAISON SECRETARY

Irene Rabbitts, 34 Victory Park Road, Addlestone, Surrey KT15 2AZ

Telephone: 01932 855015

e-mail: liaison@rcts.org.uk

Officers' Newsletter 173

3 April 2019

Recruitment for 2018 – good news

Amongst the tasks for the Development Committee (DC) is increasing recruitment into the Society. This was marked in 2018 by a special new membership offer together with well targeted publicity and advertising as part of the celebrations for the 90th Anniversary of the RCTS.

This proved to be very successful as you will see from the two simple bar charts on the next page. The first presents an overall comparison between 2017 and 2018 showing the great success of the recruitment campaign for that year with 825 new members joining under the 90th Anniversary special free membership offer.

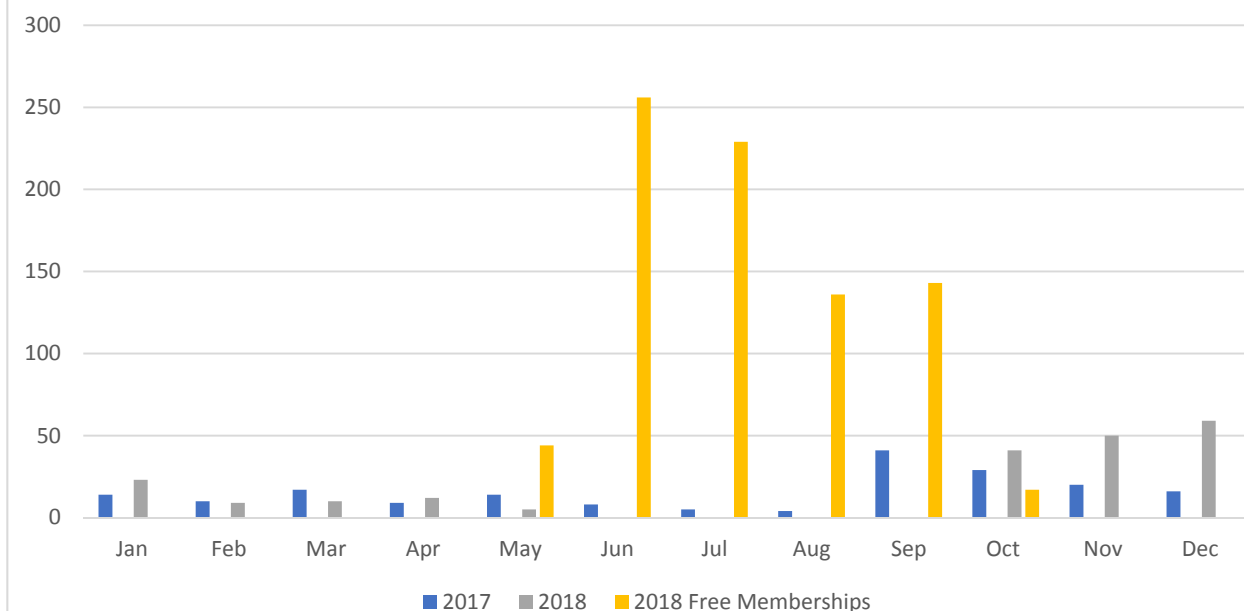
Recruitment for 2017 already showed a slight upward trend overall but followed a pattern of low recruitment numbers for the Summer months when many branches take a break from indoor meetings. However, the successful promotional campaign in 2018 shows a big increase for the whole of the period of the special new membership offer from May to September (with a few spilling over into October), with continuing better numbers than recent years for the rest of the year as a result of a continuing national promotion of Society membership.

It is interesting to note that 37% of new members recruited under the special free offer at the height of the recruitment drive in 2018 have renewed their membership which equates to more than 300 hundred becoming fully paid up members which is a very good result. This is no reason to rest on our laurels but it shows that investing in the membership can pay off so thank you to all those in the DC who worked on the ideas and the campaign and the wider membership of the Society who have helped at all levels whether directly recruiting, looking after their branch members, making people welcome at meetings or contributing to *The Railway Observer* which goes to all members – it worked.

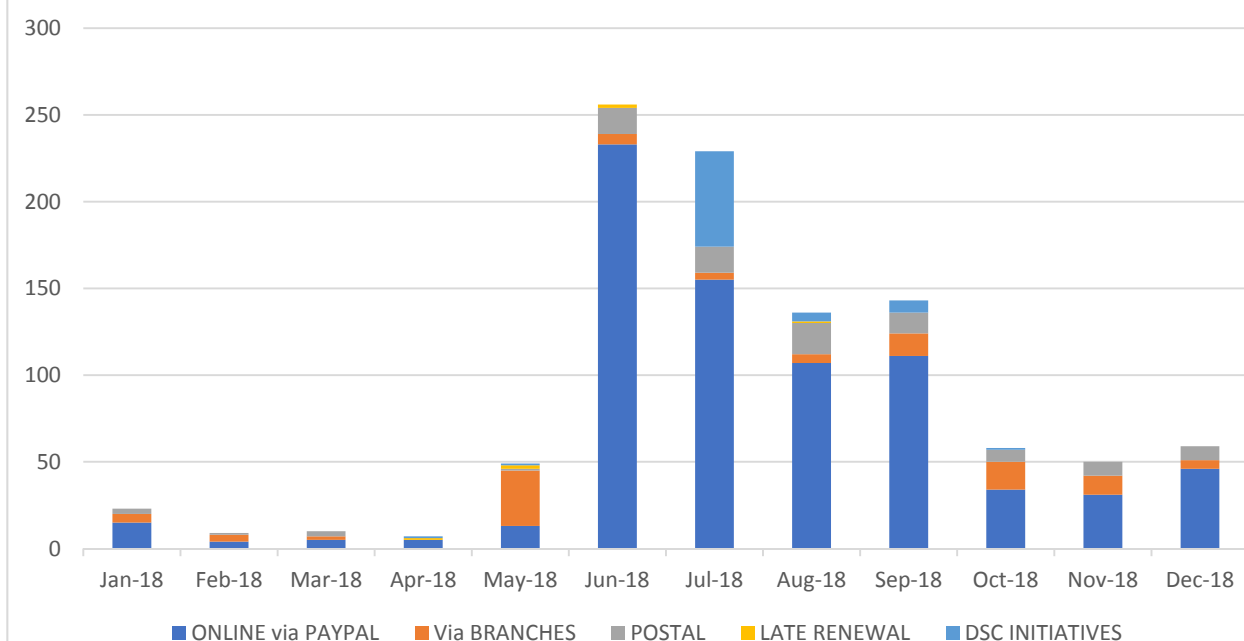
Last years' figures will be very hard to beat but we can all do our bit to keep the overall recruitment trend going upwards into the future and if the monthly statistics are anything to go by, January to March 2019 is already better than for the same period in 2017 and 2018 so keep up the good work.

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

Comparative Recruitment figures for 2017/2018



New Members by Source 2018



Wanted!

Exhibitions & Events Officer

You will report to the Development Committee and work with their support. Reasonable expenses will be paid and the role includes the following responsibilities:

- 1 Collate the annual returns of exhibitions attendances and costs at national and branch level;
- 2 Book and organise attendance at events/exhibitions which are being paid from central funds. This may include arranging for equipment and promotional material to be moved around the country as required and liaison with local branches to provide stand staff. It would be an advantage but not necessarily essential to have a little storage space to occasionally store stand equipment;
- 3 Administer the loans of nameplates to museum/heritage sites and the renewal of these loan agreements;
- 4 Attend approximately four Development Committee meetings annually (travel expenses paid).

While the successful applicant may wish to attend any or all of the events concerned, this is not an essential requirement of the role but you will have free entry to the event if representing the Society there.

Please contact Paul Chancellor – Chair of the Development Committee by email on dscchair@rcts.org.uk If you would like to know more about the details of the role and would like to talk about the possibilities before deciding whether this is for you.

Reminder!

This is just a quick note to let you know that the new flyers about the Archive and Library at Leatherhead are now available and Bob Ballard will be bringing supplies with him to the Society AGM on Saturday 27 April 2019 in Coventry, for distribution. Any orders for the new trifold information leaflets and four page introductory leaflets for membership packs can also be brought to the AGM in Coventry as long as Bob receives the orders in time. Placing orders for delivery at the Society AGM saves postage and is convenient with regards to the administration so doing it now rather than later would be a big help. Thank you.

I hope you find the news about recruitment encouraging and look forward to welcoming a new Exhibitions Officer in the not too distant future. And finally I wish you all a very Happy Easter.

Kind regards

Irene