

Discussion of some SRP 2020 Report recommendations

Membership benefits / Encouraging membership

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We reviewed the relevant recommendations in the SRP 2020 Report.

Recommendation	Priority	Discussion	Action Proposed
<p>4 (page 7). We should market the SRP's Country and Overseas (COS) membership to music students (and non-music students playing the recorder) as a way of receiving the Recorder Magazine and of being in touch with other players. This might be achieved via teachers and music departments.</p> <p>31 (page 21). COS membership should be promoted to people who are about to leave (or who have left) the society. It may be attractive to players no longer interested in group branch playing, as the subscription is lower, and they would still be entitled to the Recorder Magazine. They would, however, still be supporting the general aims of the society.</p>		<p>Is there general awareness of how to apply to be a COS member?</p>	<p>1. Rename COS (outdated name)</p> <p>2. Advertise COS:</p> <ul style="list-style-type: none"> - more explicit on website, - increased awareness at branch level - other advertising (eg to teachers, music depts),
<p>27 (page 18). The system of renewal of membership at branch level should be reviewed, so that those people who have not renewed are followed up.</p> <p>30 (page 20). The SRP should carry out a regular survey of people who have left, to learn more about why they left.</p>			<p>1. Have a template letter which branches can use / adapt to contact those who have not yet renewed. Letter to include details/benefits of COS membership (for those who may be unable to attend branch meetings regularly)</p> <p>2. Branches to be encouraged to always use the standard membership renewal form (helps with members' details which may have changed, eg email address, encourages donations to Walter Bergmann / NYRO).</p>

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			3. Renewal form should include suggestions box (mainly for branch purposes).
33 (page 22). The SRP should carry out a survey of branch members of branches that are about to leave (or which have recently left) the SRP, to ascertain the reasons.		SRP needs to know in advance about failing / disaffected branches, with a view to offering support.	1. Annual report needed of branches with falling membership or who have not had a Visiting Conductor in the year 2. Committee members to visit smaller branches where possible to maintain a link
34 (page 23). The SRP should make regular explanations to its membership of what the society's money is spent on, and how members are being given value for money.			A regular listing of full membership benefits in - Magazine - website should help demonstrate value for money
34 General (part of Recommendation 34) The SRP should explain to its membership how they are given value for money		What are the membership benefits? What do other organisations / websites offer as membership benefits and how are they advertised? There are additional, not so obvious, intangible benefits that need to be included. Other potential membership benefits should be discussed (but is discounted music practical?) Some branches may put off occasional visitors and potential members by insisting they become	1. Review other organisations / websites - what they offer as membership benefits and how they are advertised 2. Identify all current membership benefits and list in Recorder Magazine and on website. Include: - Free access to branch music libraries - Discounts for courses / Playing Days - Website resources and information (need disclaimer re teacher competence) Plus intangible benefits: - playing opportunities - finding fellow members - quick method of contacting other players etc 3. Discuss other potential benefits: - Priority booking for courses / Playing Days - Discounted music - Discounts for concerts (Moeck/SRP recital?) - SRP CD recordings? – NYRO / other eg branches

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		<p>members at an early stage.</p> <p>Could SRP provide some sort of welcome (useful) freebie?</p> <p>Possibility of welcome postcard / email from SRP?</p>	<p>- Resources for teachers (possible courses accredited for teachers CPD?)</p> <p>4. Compile membership pack for joiners – what is the SRP, its activities, branch details, membership benefits, (with a useful / inexpensive freebie?)</p> <p>5. Discuss the feasibility of a welcome postcard or email from SRP</p> <p>6. Branches to be informed they should welcome occasional visitors and encourage (not insist on) membership by outlining the benefits.</p>
<p>40 (page 30). The SRP should address other ways of increasing membership as a higher priority than working on how to attract younger members.</p> <p>41 (page 31). A working group should be set up to investigate how we can attract inbetweeners into the society. We believe that this is a promising area, on which it is worth expending time and resources.</p> <p>45 (page 32). The SRP should decide whether or not it is committed to the idea of recruiting older members.</p> <p>46 (page 32). A working group should investigate how we can attract older members into the society.</p>		<p>SRP wants to attract and reach out to all age groups equally, but the different groups require different types of targeted advertising and in differing locations.</p>	<p>1. SRP and branches to explore targeted advertising</p> <p>2. Branches to invite younger conductors from university / college music departments to support their conducting skills and to possibly encourage younger members</p>
<p>42 (page 31). The SRP should investigate the potential of using social media, both to attract</p>		<p>Recognised that Facebook forums etc can be useful but</p>	<p>Possible linking of the current Facebook forum (run and moderated by Sheila Richards) with the SRP website.</p>

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<p>new members and for networking.</p>		<p>important that they are moderated to avoid inappropriate comments.</p>	
<p>43 (page 31). The SRP should investigate how the U3A has been so successful in attracting inbetweeners, probably beginning with SRP members who are also U3A members.</p>		<p>There was a general feeling that the SRP is getting away from its “voluntary” / altruistic base.</p>	<p>Detailed discussion needed about where the balance might be between any voluntary and paid help, in all areas of the SRP.</p>
<p>44 (page 31). The use of images of so many young people on the SRP website should be considerably reduced, and replaced by images of inbetweeners.</p>			<p>The website to show photos of more representative age groups</p>