

## **EDINBURGH, LOTHIANS and BORDERS BRANCH**

*(a charity registered in Scotland No: SC009110)*



## **BRANCH LAPSED MEMBER POLICY**

### **BRANCH DOCUMENTATION**

## **INDEX**

### **SECTION:**

- 1. Introduction**
- 2. Background**
- 3. Policy**
- 4. Record of Ongoing Reviews**

### **ANNEX A. Record of Ongoing Reviews**

## 1. Introduction

This policy has been developed for Branch Lapsed Member follow-up. The Committee/Trustees are concerned that lapsed members may receive more than one letter or phone-call with regard to their membership and that this will be counter-productive in relation to them re-joining. Therefore, this policy sets out a process to enable contact and a reminder of Branch members that their membership has lapsed.

## 2. Background

- At a meeting of 'Council' on 11 April 2018 the following is recorded in the meeting minutes.

### ***Membership Supporter and Partner Engagement (MSPE)***

***5.8b.*** *DR reported that the Association started the year with 72,000 members and, due to annual membership lapses, is currently at 70,100. Of some 6,000 lapsed members, about 2,000 have already renewed, mainly through being sent an email letter. The remaining lapsed members will be followed up with a telephone call. Council requested that branches be informed if they have any lapsed members and made aware the Association is trying to make contact.*

- At the Branch meeting on 25 October 2018, the Membership Secretary gave the following report to the Committee/Trustees.

### ***The Lapsed List now runs to 36 of which 10 are in 2018.***

*Area Office have advised that the Membership Administrator at RAFA HQ has confirmed that the current protocol is that “when a member is about to lapse a letter is sent, with a further letter sent a few weeks later; and then it is passed to the call centre to make a call. They further advised if you (unclear as to whether this refers to area or the branch?) wish to make individual calls then there are no rules against this, but at the moment that is the protocol”.*

As a result of the above report, the Committee/Trustees shared their concerns and it was agreed that the Membership Secretary would continue to monitor the situation. Meantime a '**Branch Lapsed Member**' Policy was agreed.

## 3. Agreed Branch Policy

A list of lapsed members will be formulated and checked against membership lists received from Area Office when requested for a branch newsletter distribution. If a name is found missing for a second time then a written note will be attached with that newsletter pointing out that said member has disappeared off our membership list

and therefore, unless they re-join asap, this will be the last newsletter that they will receive from the branch. Unless for a specific reason, it is not the intention that the branch will make personal phone-calls with regard to this matter.

#### **4. RECORD OF ONGOING REVUES**

(recorded as Annex's to this document).

Bob Bertram MBE

Branch Chairman/Trustee

20 December 2018

## ANNEX A

<b>DATE</b>	<b>VERSION</b>	<b>AUTHOR</b>
20 December 2018	DRAFT	Bob Bertram
28 December 2018	1.0	David Prior