

Membership Secretary



Role type: A growing and involved membership is vital for the Ramblers in order to make sure that its charitable work is effective and audible and that all the promoting walking and resources reach an ever widening circle.

Main purpose of the role: The main purpose is ensure that new or perspective members are given a warm welcome to the Area and are aware of the opportunities to get involved. They also have a role in encouraging the Area and Groups to carry out activities and events that may promote membership. However, actually carrying out promotional activities does not need to be part of the role (although it can be)

What we need from you:

- A passion for walking and an affinity with all the charitable aims of the Ramblers
- A desire to play a part in helping the membership of the Ramblers to grow.
- Good communication skills that will encourage new members to join existing members to stay, so well as being able to build up and keep good contact with Group Membership Secretaries.
- Computer literate, comfortable with word-processing and e-mail, and also with basic spreadsheets.

What you could be doing:

- Ensure that new members in the Area receive a welcome letter that explains the Areas role, achievements and opportunities to get involved. Update this information quarterly.
- Be aware of the welcome material sent out by groups to their own members and encourage groups to learn from each other what works well
- Send an information pack to people who enquire about the Ramblers including general information about the Ramblers and how to join.
- Receive the monthly Area Membership statistics from central office and monitor the growth rate looking for trends or patterns. Forward these statistics to the Group Membership Secretary promptly.
- As informed by central office, ensure that lapsed members are contacted either my area or their group with an encouragement to renew membership.
- Ensure that membership development features on the agenda for the Area committee at regular intervals (eg, once every 6 months) and that the discussion involves actions that Area could take to promote membership growth.
- Encourage Group Membership Secretaries to take a similar approach.

Resources: Resources are available on the volunteer section of the Ramblers website www.ramblers.org.uk/volunteer

Contact: Volunteer Development Team
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