

National Development Roadmap

Listed all the areas and let's try and get a lead for each. Some are obvious. Some need deciding / volunteers.

These are not a sequence of steps. Many of them can happen in parallel.

Important we set a clear leadership for each area. So we know who is doing what and stuff can happen in parallel.

New national marketing website – Lead John & Jeff

More content onto new website and tidy – Jeff

Make new website beautiful – John & Jeff

Image and design – Lead John & Jeff

Design brief for new consistent Plus image – John & Jeff

Consistent branding, not just for website, but across Plus so we have a clear recognisable national image.

Broad aim has already been agreed by NEC. Discuss and Agree ideas

Commission & apply design – John & Jeff

Branding and image– Lead John & Jeff

Plus is an All inclusive organisation – recognise truth and that it has advantages.

Pro – helps get volunteers and maybe sponsorship

Helps attract nice members who want to help others

It simply recognises the truth that this is what Plus has always been

Means we can have two recruitment routes. Regular members as we have always done. And volunteering – people who would specifically like to help with running. And that splits in two – people who have already got experience and got spare time. And People who are on the career / work ladder and can gain experience. We've got a really good story to tell as all the Plus roles are like real jobs – chairman, project management, treasurer – accounting, publicity, event management, etc – could really help people get real jobs.

And that gives us a whole extra marketing channel as there are volunteer websites and once we've got group roles with a location, could even almost advertise like jobs.

Social media – lead TBD – volunteer?

Social media – on image and on message! (Sounds a bit like a political party – but there's a reason why they do it...) Great tool but can be two edged. Got to make sure don't get people complaining and being negative about Plus on our nationally visible marketing presence. Got to manage those issues and keep them internal.

FaceBook – use our branding and image on a national FaceBook page. Use it to drive enquiries, and drive people to marketing website for more info.

Twitter good way of getting interest. Trending #tags. Eg often there are news stories on loneliness and depression and isolation, especially amongst young people. Great opportunity to jump on those # tags and present Plus as the solution.

Instagram – likely may work in much same way as Twitter.

TicToc – Need to be on it because so big and not just kids anymore. Need to work out how best to use it.

Meetup – not really social media in same way, but maybe has a place. Can be good. But also can have massive downsides. Danger doesn't produce members, people just dip in with no commitment. Then go to something else next week. Shows our existing members how much else there is out there and can lose more members than gain! HAWOG manages it well. Purley as a recruitment tool. As soon as people come to an event, they are deleted from Meetup and we communicate with them through our website, booking systems and email. Tell them that's what's happening and there is a good explanation that you have to pay per member on Meetup, with different price points, so we need to remove them asap to make room for more. Has worked well for HAWOG, so can be done.

Managing Enquiries – lead Area Chairs

Got to ensure every lead is responded to and followed up and they are not just left.

Make sure every enquiry gets a reply.

Pass on to groups where there is one nearby.

Offer Zoom events where not and encourage them that we are opening new groups near them soon.

Make sure for every active group in the country, we have got a contact who is willing to respond.

Follow up and nurture. Make sure they got a positive response. Beat up the groups if they didn't. Did they go to a meeting – if not, why not? If they went to a meeting, did they join – if not, why not? Maybe send an evaluation form and offer further help and encouragement.

Zoom events – lead TBD – volunteers?

Organise Zoom / online events for PNM (potential new members) who either aren't confident going out yet or aren't near an existing group.

Got to be proper lively enjoyable events. not some hairy old fogey telling them about Plus – that would put anyone off.

Lots of groups doing online stuff. Just need to pick the best of the events, things that have worked well. and run some where people know that new members will be invited. Explain to groups how important this is as part of the National Development Plan.

(Use as a springboard to get people along to area and national events. OK when only know them online? And form new local groups as soon as got enough people)

Newsletter – lead TBD – volunteer?

Newsletter to all members. At least monthly. MailChimp or similar so can see who is reading it and engaging.

Can say much same as social media / much same content. Make sure everyone knows about the big events and feels part of a national organisation. A few printed copies to each group for distribution to people who don't / can't use email.

Doesn't have to be long and daunting with articles – just what's on and a bit of geeing up – one page – but does need to be regular – build community and make people feel connected.

Doesn't need to be too long – just regular to keep in touch.

(HAWOG does weekly, maybe we start off monthly and see how it goes, increase it when we have got more events.)

Stuff that's happening in Plus with a positive spin

National and big group and area events coming up that people might like to book for.

Reports on great events that have happened so people wish they were there and plan to get involved for future.

Stories from the groups – try to feature one or two group profiles / events each month. People profiles, event profiles.

New groups opening up – near to enquiries area.

Makes everyone feel like part of a national organisation

Need two versions – one for existing members and one for enquiries who have not joined yet to keep them engaged (encourage them to join or especially if they haven't got a nearby group yet).

Can be basically the same – with just a different top and tail. Call to get involved.

Group formation process – lead TBD

(Bit like formation of planets in early solar system. inevitably start off with nebulous individual PNMs. But as soon as get enough in a similar area, can coalesce to form a new group.)

Identify areas where we have received several nearby enquiries and there might be a chance of getting a new group going.

Focus intensive conventional, online and social media marketing on that area. To attract enough people to get started. press release about us to local press saying forming a new group in area can be highly effective. Local press are all online.

We can immediately create a website for the (potential) new group as a sub-domain.

Setup initial group meetings – online or in person if feasible.

Support from NEC and nearest groups. Might need some travelling until gets established.

Training and form a committee

On to the next!

Why not Get started with Ludlow as Alison thinks there is potential? Doesn't have to be old-fashioned Plus. Once a committee is formed, they can start organising their own events that young people want to do. We just help and guide and then encourage to get involved with area and national events. Maybe people under 30 at WASH? That'll shake it up!

Training for new groups and committee members – lead Adam / John?

Develop a training plan for new groups. What Plus is about and how it works. Ethos. The committee posts. Detail, explanation, guidance of how to do all the committee posts.

Really liked idea Adam suggested at conference of making video training of this stuff and having it on the website – in volunteers section.

National Training Event – lead Adam?

Once we've got enough new groups, volunteers and committee members. Organise a national training event so they can all meet each other. Have plenary Plus overview and then training strands in all the committee posts. So proper days course on being treasurer, events, marketing, secretary, chair, etc. role and responsibility. Would need to line up people who would be willing to train in all those roles, could explain them clearly and not be boring.

All volunteering to help Plus, so would have to be willing to subsidise it so people wouldn't have to pay (much) to attend. Maybe a bit for the social side.

Nat membership database – lead John & Jeff → motion at this conference

Got authorisation to go ahead at conference. Jeff done some work.

Write requirements – so be sure we address all concerns that came up at meeting.

Once we have got a proper national database then national communication including the newsletter becomes possible.

Company Limited by Guarantee – Lead Jeff & TBD (needs someone / people on legal, contractual, cost aspects).

Reasons already explained in separate paper.

Need to be a proper legal entity. Need to limit liability of committee members. Need to be able to defend brand name and image. Don't want to have it hijacked after putting all the investment in.

(side thought – if we have new younger members in the organisation – there is more potential for stuff / incidents to happen like it did in the old days. In the new litigious politically correct world, it will be much more important to ensure the committee and organisation are protected.)

NatAGM 2024 – lead Ben? - with help!

Make it fully blended so we can get far more people involved. Make sure everyone knows about it. Asking people why they don't go, shocked how many said they just didn't know it was happening!

Great advantage of new membership database we can use MailChimp or similar to communicate with everyone. Newsletter. Not a GDPR issue – paid membership clubs are allowed to communicate with their members.

Look at feasibility of some support sponsorship for Nat AGM. I'm thinking lots of companies have video conferencing suites they don't use at weekends. Can make a case we are a pro bono organisation. that provides activities for feckless and disadvantage (young) people and get some sponsorship in the form of free use. Lots of companies we could ask. Bet we could find one of them would be willing to help.

Maybe in Coventry so we can still stay at the Jacobean and have the social element there. Or consider other locations if needs be.