

The membership sub-group (Corky, Rob K, Tim W & Mark H) met at the Copthorne on April 15<sup>th</sup> and discussed the following general points;

Take the best of other trusts membership schemes and see if we can save ourselves some time (and thinking!). Looked particularly at Swansea, Bristol City and Burnley.

Membership benefits are an important way to attract/retain members, but we must not undervalue the ordinary benefits of Trust membership (i.e. being part of something that has our club at heart.)

We should consider having family membership.

Recognised that to keep growing membership, one key requirement is to try to get almost everyone signing up to a regular Standing Order. (Swansea originally had 5,000 members – this has now dropped to 1,500). To encourage members to sign up via this method, incentives were discussed.

Need to maintain an accurate, up-to-date database of members, which can be used to help grow the Trust (by keeping members informed of events; mailing list for newsletters; membership renewal reminders – for non S/O members etc.)

Need to work with other ‘arms’ of the club, especially CCSC with regards to membership.

Given that standing order is the preferred method of payment, we need to consider the implications on recruitment (form filling, internet, bank details etc).

We discussed the types of regular communication, offers etc. members would get as part of their standard (Fred Keenor) membership. Phil Dwyer/Joe Ledley members would get (marginally) more benefits.

There would need to be an individual tasked with maintaining and developing the Trust’s membership – membership secretary. He/She may wish to organise a membership sub-committee to push forward ideas.

## CCST – Membership - Recommendations

### 1- Membership Schemes and Fees

The first £1 of your membership fee buys you a nominal share in the Trust and the other benefits (to be defined). Part of your contribution will cover the Trust's expenses including printing costs, hall hire, stationery etc and any surplus will go to the general fund. The general fund may be used to purchase shares in CCFC

There will be three membership pricing schemes. Entry level (Fred Keenor membership); Mid Level (Phil Dwyer membership); Gold Standard (Joe Ledley membership).

Each of the membership schemes can be purchased as a single annual membership or as a 'lifetime' option (with some exceptions, later)

Each of the schemes will also be available at a concessionary rate to Senior Citizens, students and those who are unwaged. The concessionary rate is ½ the standard rate and is in (brackets) below. Concessionary rates are not available on the lifetime option.

Family membership options are available – 2 adults & U16 kids at each level. No lifetime family membership will be available.

Every year, the Trust will enter into 'sponsoring' arrangements with 25-30 Corporate Members, who will pay an annual fee, and will feature in our promotional/membership activities.

Membership prices (expressed as monthly standing orders – can also be purchased for annual fee – x12)

- Fred Keenor membership - £1 (50p) per month – lifetime £150 – Family £2 (?) per month
- Phil Dwyer membership – £2.50 (£1.25) per month – lifetime £200 – family £5.00 (?) per month
- Joe Ledley membership - £5 (£2.50) per month – lifetime £250 – family £10 (?) per month
- Corporate membership - £250
- U16 membership (Fred Keenor only) - free

Each membership scheme can be purchased with a CCSC membership at £7. Monies can be transferred to CCSC, or separate mandate can be filled in.

### 2- Membership Database

Utilise potential 'free-to-use' supporters-direct (Customer Relationship Management (CRM)). Only a limited number are available 'free-to-use'.

### 3- Standing Order Incentive

Purchase either a Cup Final shirt or team photo (from the day), get it signed & framed. All who sign up for membership by standing order will be entered into the draw for this prize – draw to be taken either at Christmas time or end of season.