

THE HARPENDEN SOCIETY

REVIEW AND RECOMMENDATIONS

RECAPITULATION

In the summer of 1971 two potential problems were apparent.

1. The Society, whilst financially solvent, would never be able to consider any major undertaking that required even modest funding.
2. Membership was static in numbers and, it was believed, had an average age level which indicated that not enough young people were being attracted to join. An extrapolation of the situation showed that the Society would eventually disappear unless the trend was changed.

These two points merge. Since the sole income source is subscriptions, we needed more subscriptions and more members.

ACTION TO DATE

1. It was accepted that the attractiveness of joining the Society and remaining a member was dependant upon:
 - a) The public relations and publicity that the Society earned and secured.
 - b) The social validity of the Society's programme.
 - c) The interest level generated by its programme.
 - d) The service given to and communications with the membership-percieved value.
2. It was suggested we needed a "Press Officer".
3. We developed a future programme and asked the membership what they thought of the programme. The response was an overwhelming and encouraging acceptance of the proposal and a good many offers of help.
4. The questionnaire confirmed our suspicions that we have a high level of elderly and inactive members.

5. A number of sub-committees have formed to cover the areas of the programme which revealed the greatest interest.
6. We discussed off and anon a regular news letter.

SUGGESTED ACTION PLAN

A. Communications

1. Appoint a Press Officer to develop awareness in the Society, particularly outside its membership.
2. Produce a news letter when we can afford to do it well.

B. Income/Membership

1. Develop membership numbers in four ways:
 - a) Ask every member to find a new member.
 - b) Require each committee member to find five new members.
 - c) Offer life membership or vice-presidency, and by doing so build capital to develop an income other than subscription.
 - d) Operate a membership drive by geography and social structure - i.e., Beeson End, all Doctors in Harpenden.

SUGGESTED METHOD

1. Approach by letter containing the following:

Membership form
(which will indicate objectives and history)
Programme and structure
Past achievements showing variety
2. Follow up by phone or foot.

SUBSEQUENT ACTION

PROGRAMME REVIEW
NEWS LETTER
P.R.