Membership

Elena Balestra, Membership & Capacity Building Manager

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EFA Capacity Building Programme
Outline

• Who is the European Patients’ Forum?

• What is a membership organisation?

• Overcoming challenges: towards engagement

• Tips and tricks
Who is EPF?
For a strong European Patient Movement...

72 members

A STRONG PATIENTS’ VOICE TO DRIVE BETTER HEALTH IN EUROPE
Mission and vision

Our Vision!
“All patients in the EU have **equitable** access to **high quality, patient-centred** health and social care.”

Our Mission!
“To ensure that the patient community drives health policies and programmes that affect them.”
What is a membership organisation?
A membership organisation is an entity that gather organisations or individuals that share the same vision and mission.
Why a Patient Organisation

Louder together

• Improving the **visibility** of the cause you are defending
• Increased **representativeness** means more credibility
• To have a single **point of contact for external stakeholders**
• Speaking for your country **on the international stage**
Membership criteria – Who can join you?

- Legal basis;
- Geographical relevance;
- Representation;
- Governance Structure;
- Matching vision;
- Democracy and consultation;
- Transparency;
- Membership fees;
Membership criteria – Membership types

- Full Membership;
- Associate Membership;
- Provisional Membership;
- Observer;
- Suspended;
Few key principles for a clear, transparent and equal application process:

✓ Create a **membership application form** and make it available on your website

✓ **Clarify** what are the **documents needed** to **compile the application** (a check list could be useful)

✓ Create a membership applications revision process

✓ Clear communication about the membership application outcome (accepted, refused, accepted but as provisional member...)

**Membership – Application process**
Membership – Application process workflow

**Membership Application received**
- Person in charge of membership revise the application and the necessary documents
- Person in charge of membership clarifies possible grey areas
- Person in charge of membership sends the application to the board

**Membership application evaluation**
- The organisation board revise the application against the membership criteria and provide an opinion or asks for clarifications
- The board takes a decision and inform of its opinion the General Assembly
- The General Assembly takes the final decision

**Membership application decision**
- Membership person inform the applicant of the GA final decision.
Membership Challenges
Membership – Most Common Challenges

✓ Retention
✓ Participation
✓ Membership Recruitment
Membership – Retention

- Few new members
- Some members quit
Membership – Retention solutions

Need to understand the root causes

Focus on Members’ needs

Be an organisation that:

• Is available
• Make a difference
• Provide learnings
• Monitor
Membership – Retention Actions

Be available
- Delegate someone in charge of Membership
- Explain better who does what within your org

Making a difference
- Measure your Impact and show it
- Testimonials

Learning
- Best practices
- Tailored peer to peer learning opportunities
- Access to funding

Monitor
- CRM (even an excel file)
- Annual Membership Survey
- Prevention plan
To recruit volunteers you need a sales strategy:

- Define target group (type of people & skills);
- Define where to recruit them (universities, scout groups?, hospitals);
- Organise events to recruit or use personal connections;
- Give them a clear role/task within the organisation;
- Provide excellent induction and training. ...;
- Make them feel welcome. ...;
- Establish excellent communications ...;
- Ensure they have access to the resources they need. ...;
- Introduce variety. ...;
- Provide a named line manager. ...;
- Encourage team spirit and ownership;
Participation – Challenges

• Define “participation” for your organisation and how to track it

• Understand obstacles to participation and how to overcome them

• Your agenda VS members agenda
Participation – Solutions

Members will participate **IF**

✓ They feel they belong to your organisation

✓ Their opinion is valued

✓ They are getting value out of the membership
Participation – Actions

“**I belong here**”
- Co-creations processes (ownership)
- Rewarding system
- Members as your ambassadors

“**My opinion is valued**”
- Consult your members & tell them you did
- Organisation agenda vs members’ agenda
- Use membership survey results to shape the annual work plan

“**I’m getting value out of my membership**”
- Involve all relevant team members of each organisation (tailored communications)
- Clear Engagement package/path
Focus on Membership Consultations & involvement in the decision making processes

How to consult with your members:

- Face to face meetings (AGM, workshops, working groups);
- Surveys, polls;
- Written consultations;
- Collaborative platforms or online shared documents (Google docs)
Membership Consultations & involvement in the decision making processes

Key questions:

- What are the topics on which your members should be consulted?
- What is the acceptable timeline for them to review the material you sent them?
- Via what channels your members prefer to be consulted?
- How many responses are enough responses?
- What happen if members disagree?
- How shall I provide feedback after a consultation?
a few tips
BECOME A DATABASE NINJA
Consult with your members

Your Legitimacy, your Credibility
meeting
is easy
as a
Find allies and work together
Tailor your communications
Conclusion
Conclusion

- We need to listen to current and future members’ needs
- We need to be the best membership association for our members providing them the best possible experience
- We need to support members in becoming more impactful
Questions? Ideas?

“A STRONG PATIENTS’ VOICE TO DRIVE BETTER HEALTH IN EUROPE”
THANK YOU

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