

Membership

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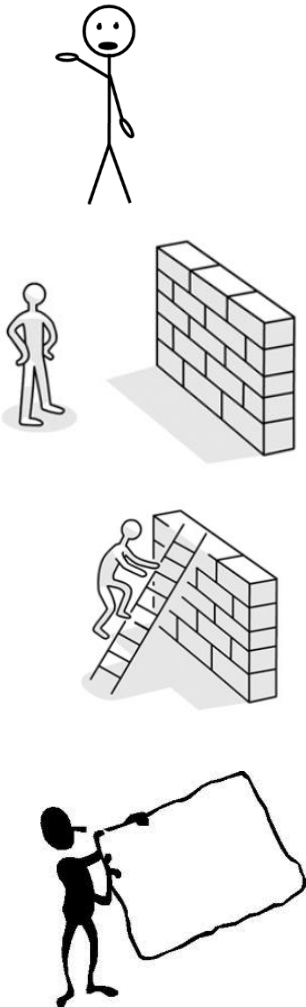
EFA Capacity Building Programme



@eupatientsforum

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





- Who is the European Patients' Forum?
- What is a membership organisation?
- Overcoming challenges: towards engagement
- Tips and tricks

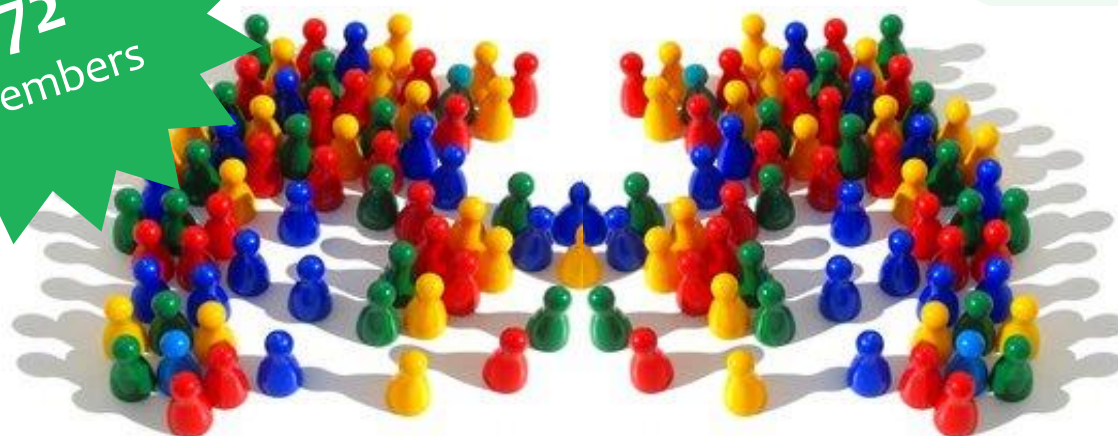
Who is EPF?



For a strong European Patient Movement...



72
members



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

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?



Membership Organisation | Definition

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;**



Membership – Application process

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 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**



- 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;

- Define “participation” for your organisation and how to track it
- Understand obstacles to participation and how to overcome them
- Your agenda VS members agenda



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)



Key questions:

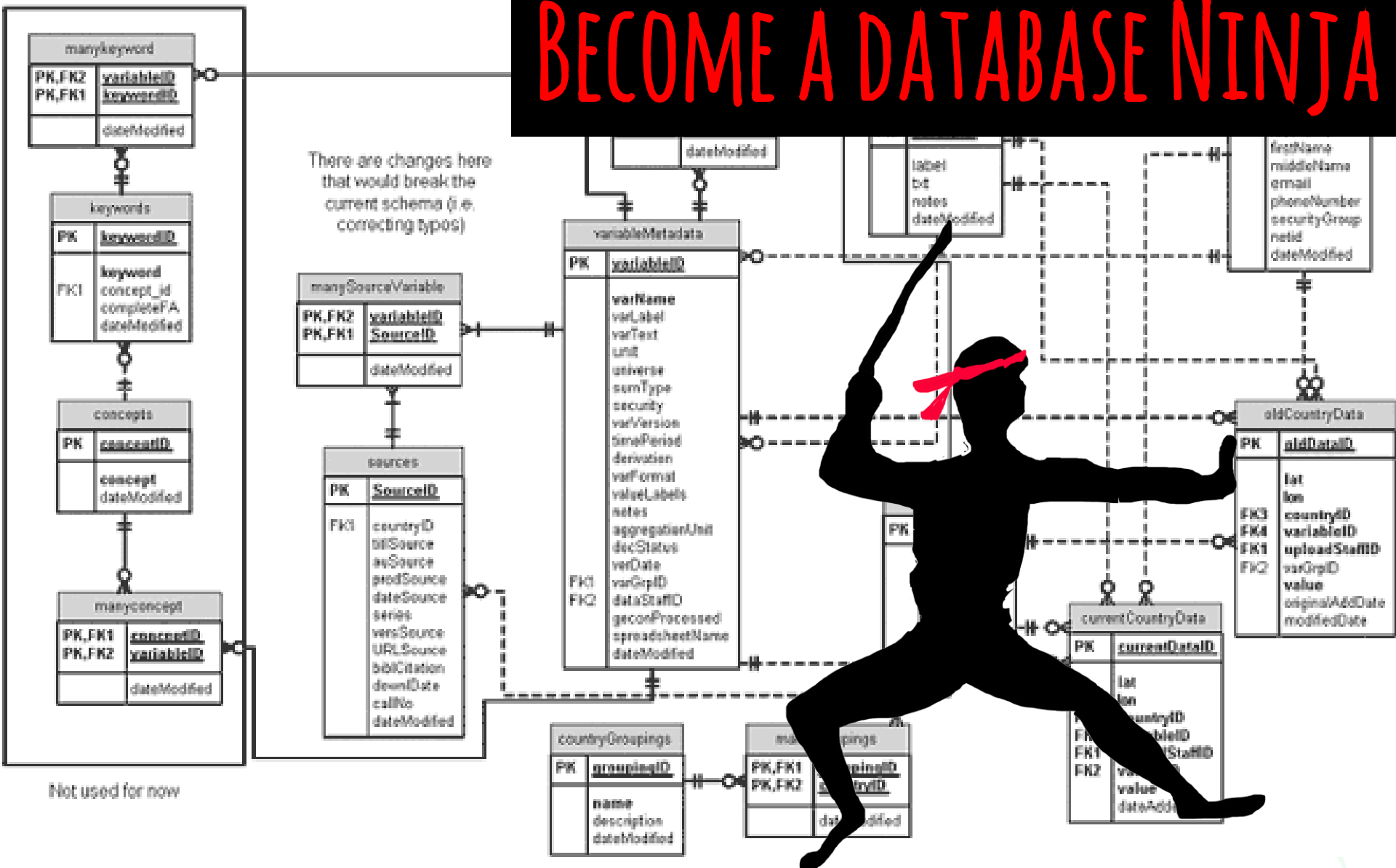
- ☐ What are the topics on which your members should be consulted?
- ☐ What is the acceptable timeline for them to review the material you sent them?
- ☐ Via what channels your members prefer to be consulted?
- ☐ How many responses are enough responses?
- ☐ What happen if members disagree?
- ☐ How shall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



a few

tips

BECOME A DATABASE NINJA



The background is a solid light orange color. It is decorated with numerous overlapping, hand-drawn style shapes in various colors including pink, blue, green, orange, grey, and brown. A prominent bright green shape in the upper center contains a darker green five-pointed star. The text is centered horizontally and partially overlaid by these shapes.

CONSULT WITH YOUR MEMBERS

YOUR LEGITIMACY, YOUR CREDIBILITY

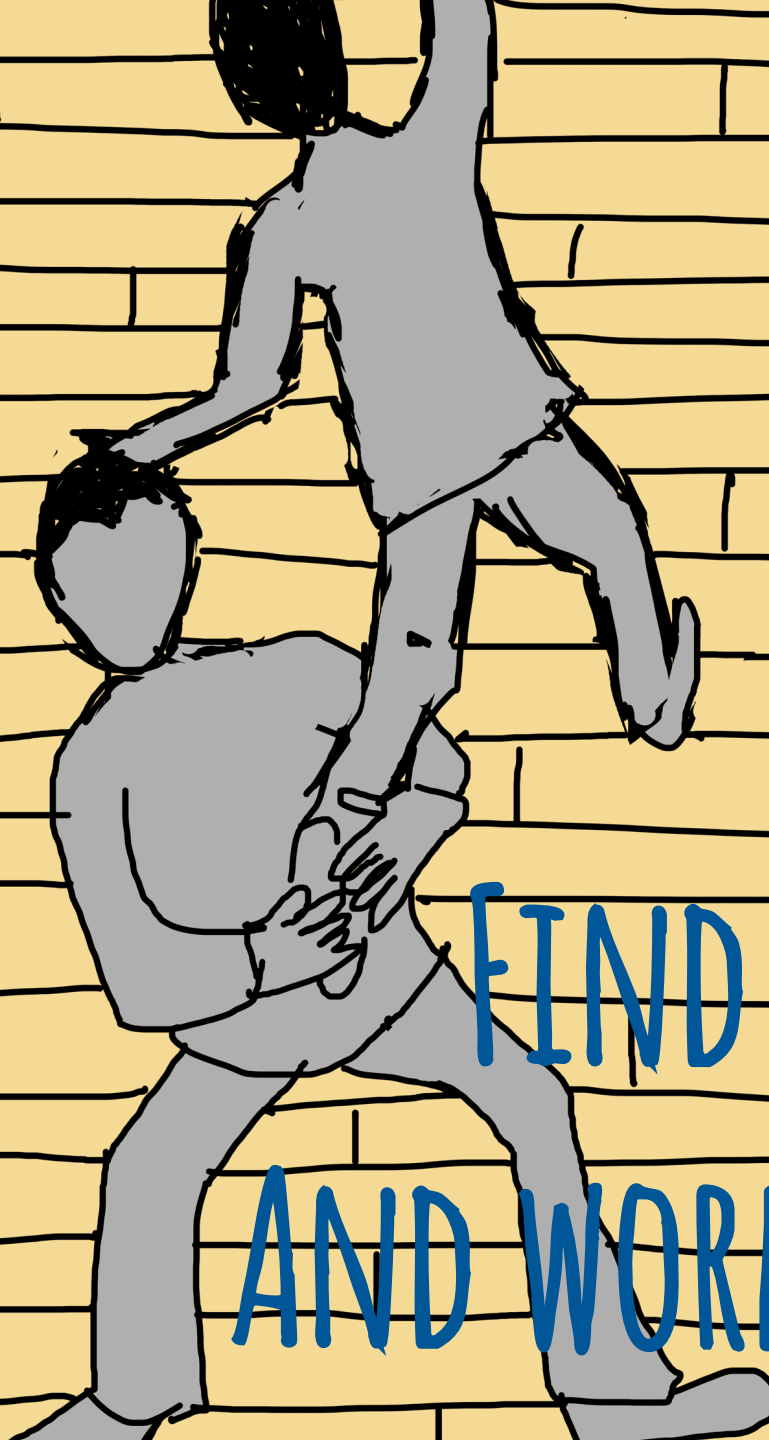
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meeting
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FIND ALLIES
AND WORK TOGETHER

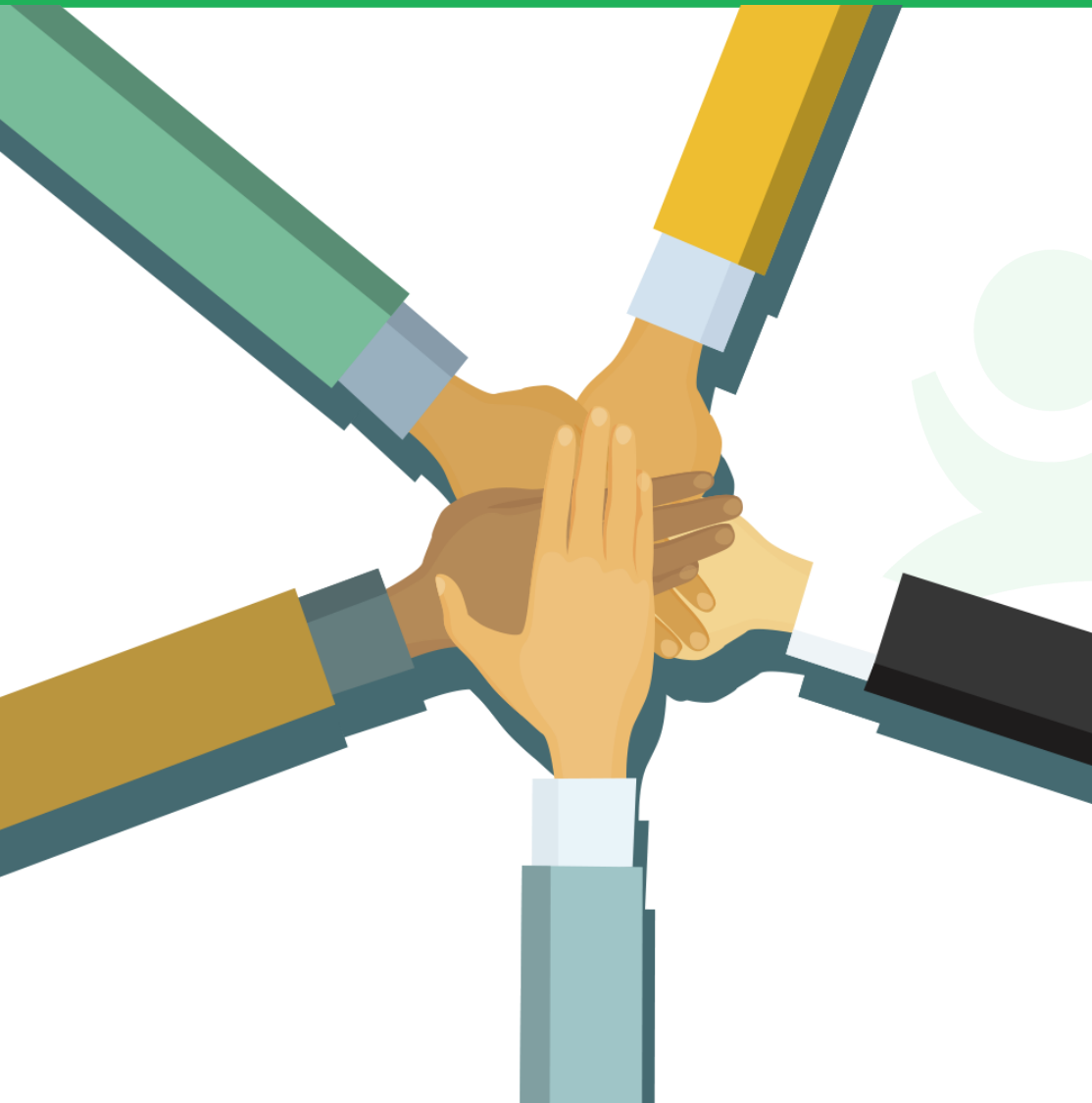


*Camille

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?



THANK YOU



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