

**How-To Guide**

**Membership Secretary**

**Role description in brief:**

The membership secretary should play an important part in ensuring that the membership is in a healthy state, with sufficient numbers to cast shows, encouraging new members to join the society. The membership secretary maintains membership lists, responds to new enquiries and liaises with the Treasurer and producers of each show to ensure that all cast are members.

**Main responsibilities:**

1. Respond to new enquiries

2. Maintain membership lists

3. Ensure all show participants are members

4. Organise regular new members evenings

**Responsibilities in detail**

**1.** **Respond to new enquiries:**

Import name and email address into Mailchimp and choose *new enquiry* group. This should be done every fortnight, or more regularly should there be a large number of enquiries. Edit the “Thanks for your interest in BROS” mailchimp template with details of latest auditions, shows, workshops and new member drinks etc to ensure it is current and relevant to enquiry. If someone has asked specific questions, then sometimes it is better to respond directly with an email and copy and paste the mailchimp template afterwards. Once the email from mailchimp has been sent, edit each name to remove from *new enquiry* group and add to *Member Enquiries* group for marketing purposes.

**2.** **Maintain membership lists**

Membership fees are generally paid into the BROS account and the Treasurer then informs the membership secretary of new payments. A report is generated for Direct Debits (both new and regular annual payments) and one off payments are manually reported. Once payment has been received, update new members from *Member enquiries* in mailchimp to *members*, as well as updating the excel spreadsheet. Keep an eye on membership expiry dates to ensure membership is renewed.

**3.** **Ensure all show participants are members**

Every new show tends to have some new members. It is the responsibility of the producer of each show to ensure that all cast members are paid up members by the time the show goes up. Sometimes, this needs chasing.

**4.** **Organise new members evenings**

Regular opportunities for new members to come and ask questions and get to know the society are a new initiative that has certainly brought in a few new members. It is important if there is a long period until the next auditions/show. Traditionally, this has been held at the White Hart in Barnes.

**Notes and potential difficulties:**

1. No procedure really if members ‘fall off’ and do not renew. Worth mentioning to committee to discuss whether someone who is a friend could ‘chase’.

2. Full details of new members often not forthcoming. Need to send email to ask for mobile number and full postal address.

**Contact point for help and advice:**

Helen Lowe; helenlowe179@btinternet.com, 07894 787188

Simon Willis; simon@creighters.com, 07973 671210

**Relevant links and information:**

Mailchimp login:

<https://login.mailchimp.com/?_ga=1.22966396.671231820.1453194422>

Latest spreadsheet to be sent by previous membership secretary.