

Membership Communications, Recruitment & Engagement Plan 2021/22

| Timescale | Action | Primary Objective | Constituency | Lead(s) | Governor Attendees | Status | Anticipated Outcome |
|--|---|-------------------------------|--------------|--|--------------------|-------------|--------------------------|
| April 2021-March 2022 on a monthly basis | Promotion of membership on Charity E-newsletter | To recruit new members | ALL | Gill Donnelly, Membership & Communications Officer & Mary Liley, Head of Fundraising | N/A | In process | 30 new members per annum |
| April 2021-March 2022 | Onsite recruitment and membership display including hotboards, membership forms in family rooms and LHCH Website/Social Media | To recruit new members | ALL | Membership Office | N/A | In process | 85 new members per annum |
| April 2021-March 2022 | Recruitment of new members via Volunteer Scheme | To recruit new members | ALL | Membership Office | N/A | In process | 40 new members per annum |
| April 2021-March 2022 | Governor promotion of membership in their networks | To recruit new members | ALL | CoG | ALL | Outstanding | 50 new members per annum |
| Thursday 15 th April 2021, 11am | Membership & Communications | To ensure successful | ALL | Membership Office | Sub Committee | Complete | - |

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| | Sub Committee | implementation of the Trust's Membership Strategy. | | | Members | | |
| June 2021 | Members Matters Summer Edition Electronic | To inform members and the public, updating them with news, achievements, activities and events organised by the Trust | ALL | Membership Office | N/A | In process | Available to members electronically via the website and emailed to members with email address |
| Thursday 15 th July 2021, 11am | Membership and Communications Sub Committee | To ensure successful implementation of the Trust's Membership Strategy. | ALL | Membership Office | Members of sub committee | Outstanding | - |
| Monday 27 th September 2021, 4pm | VIRTUAL EVENT Annual Members' Meeting | To engage with membership and members of public, providing a review of the year and look ahead at the future whilst receiving member feedback. | ALL | Membership Office | ALL | Outstanding | Members, governors and public invited to attend |
| Wednesday 29 th September 2021. Time TBC | VIRTUAL EVENT World Heart Day with a focus on Atrial Fibrillation | To engage with members and members of the public and increase awareness of heart and chest disease in catchment area communities | ALL | Membership Office | ALL | Outstanding | Members, governors and public invited to attend. Approx 25 new members. |
| Autumn Edition – | Members Matters | To inform | ALL | Membership | N/A | Outstanding | Circulation to all |

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| September to include Members Survey | Autumn Edition (Posted and Electronic) | members and the public, updating them with news, achievements, activities and events organised by the Trust | | Office | | | members electronically |
| Thursday 4 th November 2021, 11am | Membership & Communications Meeting | To ensure successful implementation of the Trust's Membership Strategy. | ALL | Membership Office | Sub Committee Members | Outstanding | - |
| Thursday 11 th November, 6.30pm | VIRTUAL EVENT Cardio Oncology Health Talk with Dr Rebecca Dobson for Ainsdale Medical Centre and open to all | To engage with members and members of the public and increase awareness of heart and chest disease in catchment area communities. | ALL | Trevor Wooding/ Gill Donnelly | ALL | Outstanding | Members, governors and public invited to attend. Approx 25 new members. |
| Friday 20 th November, TBC | VIRTUAL EVENT World COPD Day Health Talk | To engage with members and members of the public and increase awareness of heart and chest disease in catchment area communities. | ALL | Membership Office | ALL | Outstanding | Members, governors and public invited to attend. Approx 25 new members. |
| December 2021 | Members Matters (Electronic) | To inform members and the public, updating them with news, achievements, activities and | ALL | Membership Office | N/A | Outstanding | Circulation to members electronically. |

Year end planned
total

To exceed minimum of 8,000 public members