

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	-

	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

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