Membership Management

26-27/05/2021, SD Europe's zoom

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Member involvement

Why is it important?

What does it mean? borders between involve/decision taki

How can we deliver? WGs, memb meetings, regular interaction personal relations

AGM

projects, campaigns (ad hoc) lobbying

activities

Organising the AGM

Things to consider

- Legal deadlines
- Proper consultation & feedback process (esp. for statute changes)
- Maximising member participation
- On the day -before, during, and after the AGM

Organising the AGM

Legal deadlines

- Announce AGM & agenda usually 3 weeks / 21 days before the AGM
  - Minimum requirement: publish in a newspaper
  - But also… SMS, website, social media

- Announce candidates usually 5-10 days before the AGM (or even on the day!)
  - Minimum requirement: file in an application
  - But also… Publish CV, video, organise debate

Organising the AGM

In the run-up

- AGM goals
- Quality vs quantity
- Activities
- Communication plan (before, during, after)
- Registration process
- Transparency re. agenda items
- Process consideration (arrival, starting time, chair, minutes, speakers & contributions, elections, duration)

Organising the AGM

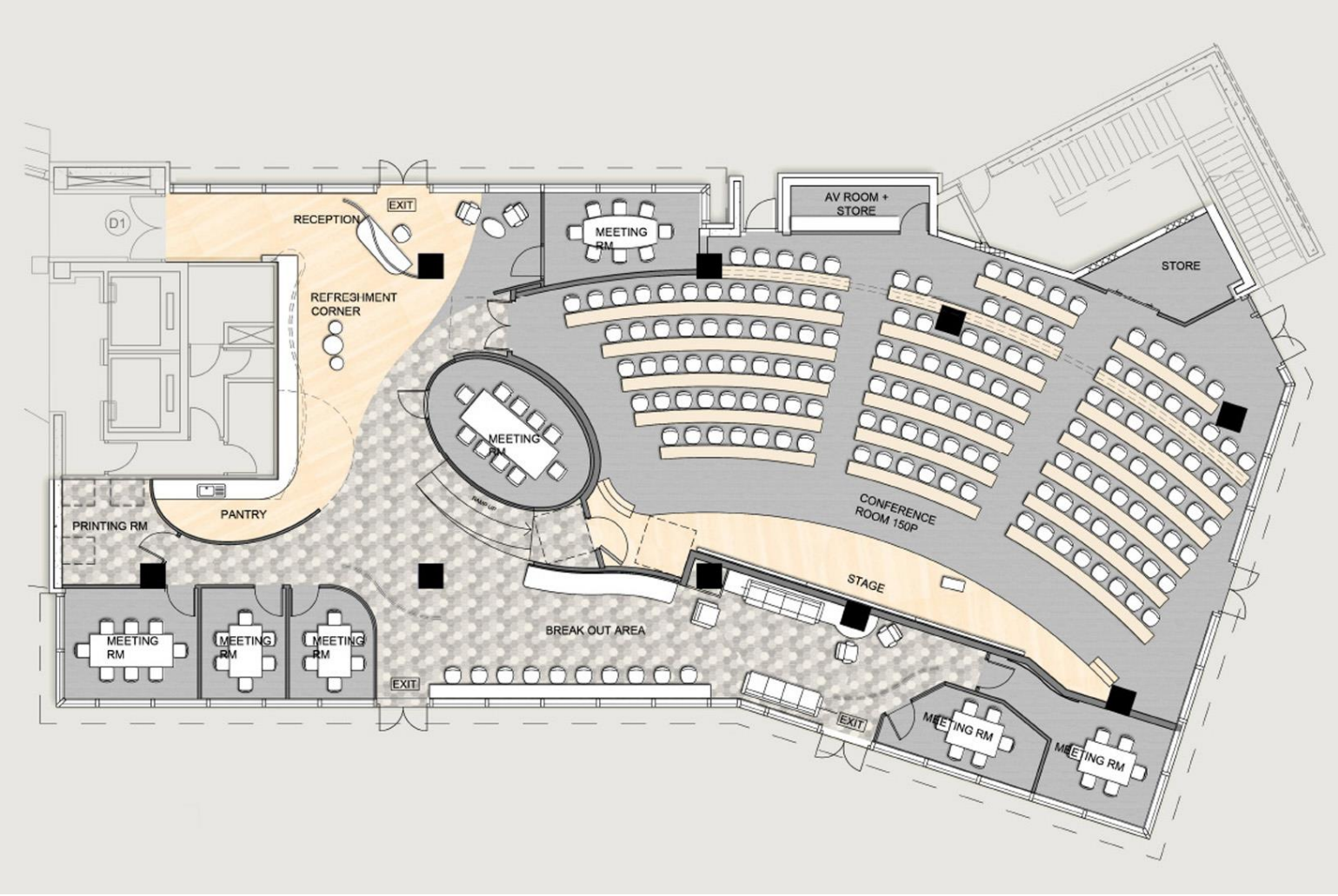
On the day

- ✓ At least one board member needs to be present the whole time to assist & coordinate
- ✓ Make sure all relevant people arrive in time (staff, volunteers, board members, speakers, event participants etc)
- ✓ Minimise waiting time
- ✓ Amenities (heating, air conditioning, food & beverages)
- ✓ Revenue activities (membership, merchandise, tickets, donations)
- ✓ Everything is set up (livery, stands, reception, microphones, laptops) on time (2 hrs!!)

Organising the AGM

On the day

- ✓ Set up the stands & livery as planned
- ✓ Make sure you have enough volunteers / staff to assist with the registration process
- ✓ Start on time!



Organising the AGM

Registration process

CRM, bracelet, stamp

- Have enough staff / volunteers
- Keep track of who enters/leaves the room
- Make sure only those with the right to vote receive a voting card and/or ballot
- Make sure people renew or upgrade their membership!

Organising the AGM

Having enough staff / volunteers

$$L_q = \lambda W_q = \frac{\rho}{(1-\rho)^2} p_s$$

q length

$$L = \lambda W = \frac{\lambda}{\mu} + \frac{\rho(\lambda/\mu)^s}{s!(1-\rho)^2} p_0$$

people in the system

time in system

$$W = W_q + \frac{1}{\mu}$$

idle servers

$$E(I) = s - \frac{\lambda}{\mu} = s(1-\rho)$$

busy servers

$$E(B) = L - L_q = \frac{\lambda}{\mu}$$

q waiting

arrival rate

$$W_q = \frac{p_s}{s\mu(1-\rho)^2} = \frac{(\lambda/\mu)^s}{s\mu(s!)(1-\rho)^2} p_0$$

service rate

$\lambda/(\mu*s)<1$

M / M / s → servers

Arrival

service

Probability of L=0

$$p_0 = \frac{1}{\sum_{n=0}^{s-1} \frac{(\lambda/\mu)^n}{n!} + \frac{(\lambda/\mu)^s}{s!(1-\lambda/s\mu)}}$$

$$p_i = \frac{(\lambda/\mu)^i}{i!} p_0$$

$n > s$

$$p_i = \frac{\left(\frac{\lambda}{s\mu}\right)^i s^s}{s!} p_0$$

$n \leq c$

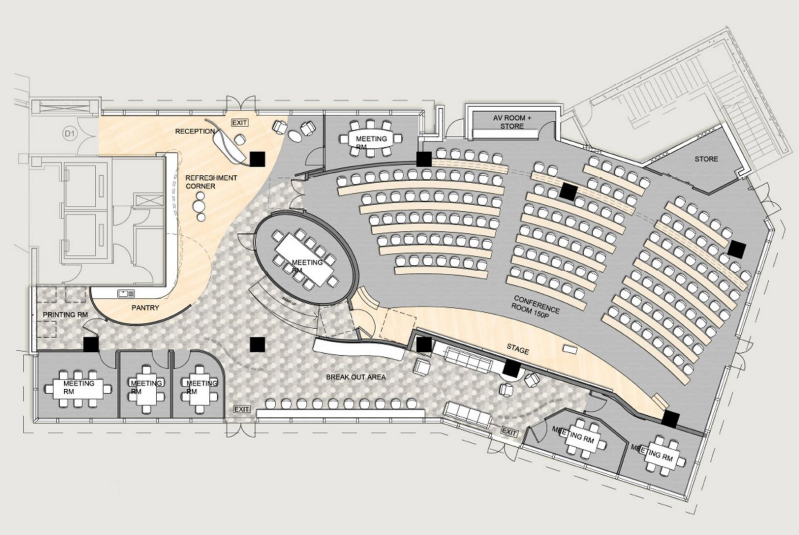
Probability of L=n

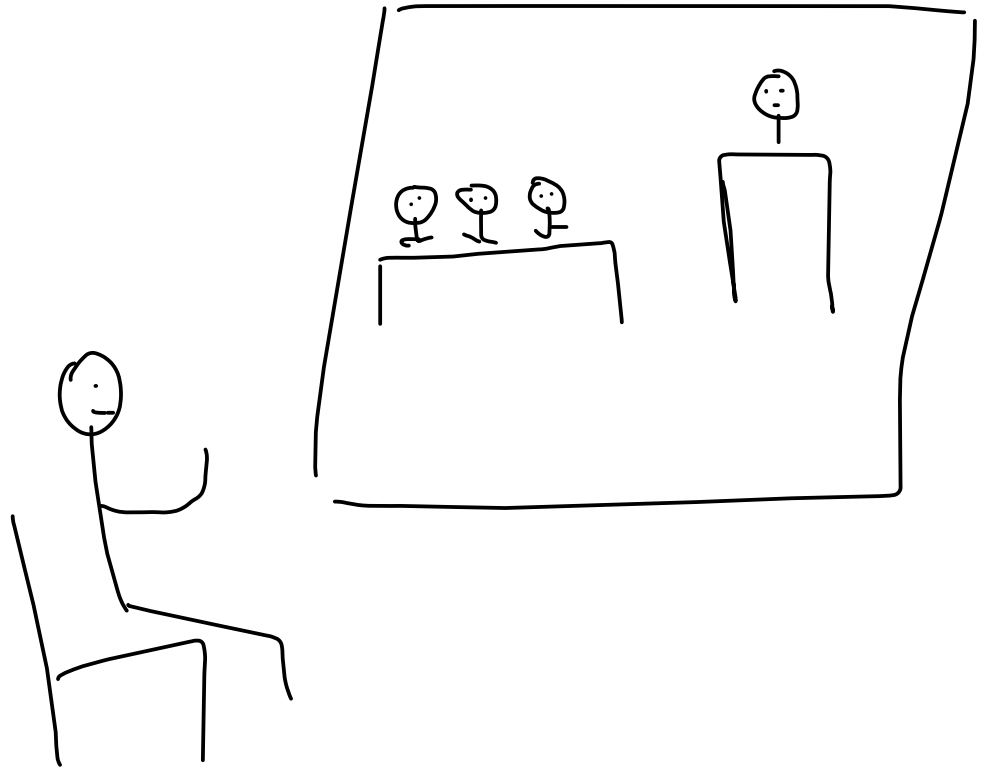
Quality vs quantity

- Distribution points
- Events with players and sponsors
- Children activities

Quality vs quantity

- Segment by city, or country (eg ZIP code)
- KYM (CRM, reports)





- Costs (room, livestream, etc)
- Admin issues (discussion, voting, etc)

Thanks a lot!

See you on

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