

Membership Secretary

The Branch Membership Secretary's main responsibilities are that of:

- Recruitment Activation Retention

To discharge these duties, branch membership secretaries should

- Ensure membership forms are prominently displayed in as many pubs as possible. Holders are available, free of charge, from CAMRA HQ.
- Ensure that these holders are regularly serviced e.g. remove other debris, replenished with membership forms.
- Get other branch members to "own" certain pubs with regards to membership displays so that you don't have to do it all yourself.
- Enthusiastically support the Campaign's national autumn recruitment drive.
- Ensure new members are contacted each month, preferably by letter, when you receive the monthly mailout from HQ detailing branch activities and encouraging them to attend branch events.
- Similarly, also write to members who have moved into the branch area and lapsed members, persuading them to rejoin.
- Ensuring new members and new faces at branch meetings are warmly welcomed on their first, and subsequent, visits to branch events. You may also encourage other committee members, e.g. the Branch Chair and Social Secretary to help.
- If your branch runs a beer festival, you should ensure that there is a prominent CAMRA membership stand staffed by yourself or suitably briefed member. Ensure the festival programme has an article regarding CAMRA and why people should join. Don't forget to include an application form.
- Wherever possible, encourage pubs to display CAMRA posters and other promotional literature.
- If your Branch has a newsletter, make sure the editor includes a membership form. Also, why not write an article encouraging people to join the Campaign. At least one article a year would be ideal.
- More details can be found in the Membership Secretaries Handbook. Copies are available from HQ.