

NHS Retirement Fellowship

Reg. Charity No: 287936

Patron: Ken Jarrold CBE



Membership Recruitment Campaign

Following a very successful recruitment campaign in Scotland, NHS pensioners in England and Wales were sent a recruitment flyer with their yearly P60. In anticipation of the likely response, a recruitment call centre was commissioned to follow up the enquiries and sign up new branch and postal members. By late September 2011, in the region of 2000 new members had been recruited through this initiative.

The campaign was agreed by the National Council of the Fellowship in response to the problems experienced by many branches in recruiting new members. The Fellowship has over 160 branches with membership numbers varying from single figures to well over 300. Each branch is different and offers a varying number of activities and interests however a large branch will find it easier to recruit to the committee and to offer a wider programme of events.

Many branches responded to the recruitment campaign by arranging a social event to welcome the new members, others made sure that current members were on hand to welcome new members when they attended a meeting to introduce them to others and to make them feel "at home". Recruiting new members has been achieved, "the hard work now must be to continue to keep the new members actively involved in branch affairs, otherwise a one year subscription will be lost if we cannot get the new members to renew their subscription year after year" commented Ethel Armstrong, NHS RF Chairman.

Some difficulties have been experienced in accommodating new members into well subscribed branches, where their meeting venue cannot easily sustain more attendees – a problem that many branches would envy but one that nevertheless is a challenge for the committee.

It was good to welcome a number of new postal members and members from new branches at the annual conference and AGM in July. A record number attended the AGM and conference which is an enjoyable way to meet other members and learn more about the charity. Details of the 2012 conference will be posted on the website as soon as they are available

