

# MES Foundation Trust Membership Recruitment

At Membership Engagement Services we understand that a representative and active membership are the building blocks of a healthy NHS Foundation Trust.

*"A large membership base will provide the depth of need and diversity of opinion that will enable NHS Foundation Trusts to respond with more certainty, to the health needs of their local communities."*

*"Applicants will need to demonstrate that they have recruited an extensive and representative public and/or patient membership."*

*Applying for NHS Foundation Trust  
Status Guide for Applicants  
Nov 2008*



MES can help recruit your membership from scratch and/or target any representation gaps in an existing membership. Whether you are an Acute, Primary Care, Ambulance or Mental Health Trust we understand the differences and how best to communicate your individual message.

As part of the ERS Group MES can offer an unrivalled end-to-end service for your recruitment project. From the design and print of membership forms and other awareness materials, demographic analysis, to training of any auxiliary staff, we ensure a coherent joined up approach as well as lower costs by keeping all our work in-house.

With a representative membership high on your priority list, it is important to strategically plan the recruitment campaign. There are a number of benefits to this approach: Trusts demonstrate they are working towards a socially representative membership and in so doing meet Monitor's requirements; and through targeted recruitment costs can be kept to a minimum.

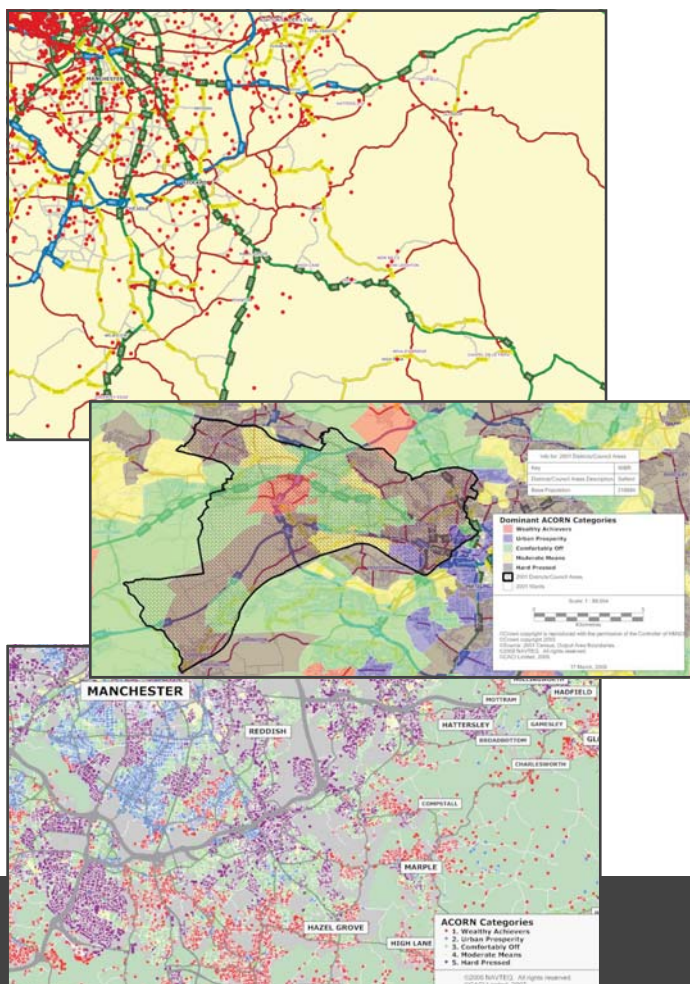
When MES conducts a recruitment campaign on behalf of a Trust we will provide the following:

## Socio-demographic analysis of the Trust's constituencies

MES paint a picture of the area and assess the socio-demographic make up of the catchment.

## Socio-demographic analysis of the Trust's current membership

By comparing the current membership to the surrounding area MES can identify any engagement gaps encountered by the Trust. We deliver a recruitment programme to target those gaps.



Through end-to-end service and varied practical experience of membership recruitment we are able to tailor materials to your Trust's individual requirements and ensure a high level of engagement.



MES can provide the following to ensure an effective campaign:

## Design of membership form

MES will ensure that the form meets with all NHS requirements in a comprehensive format that prospective members will be willing to fill in.

## Membership literature

Whether recruiting potential members or welcoming new ones MES can design and deliver mailings, email broadcasts and SMS communications for you. We know which formats people respond to best and can design packages to ensure a high return rate and useful, accurate data.

## Recruitment materials

Little touches can make all the difference! MES can provide branded T-shirts, pens and name badges for recruitment staff. This ensures confidence and familiarity from the public and encourages communication with the Trust.

# Action

MES believes that each recruitment campaign should be tailored to each individual Trust. We can offer a variety of methods and can blend them if necessary in accordance with your membership strategy.

## Face-to-face recruitment

This method is useful for engaging with members from the outset and provides real quality. MES can plan this right down to the smallest detail: training recruitment teams, identifying key footfall areas and targeting areas appropriate to the Trust's socio-demographic needs. MES offers a flat fee per member sign-up for this service.

## Mailing

MES can design, collate and send out mailings to current and potential members. We understand how best to present information to ensure a high return rate and will target specific gaps in representation.

## Online

Online applications are useful for adding individual members outside of recruitment campaigns. MES can set up an online form which can be directed to us or back to the Trust.

## Membership helpline

During a campaign and beyond, MES can provide a telephone helpline for prospective and current members. We have dedicated staff who offer assistance in all issues that may arise for members.

## Welcome packs

Welcoming new members to your organisation is an important part of the recruitment process. MES design and print letters and literature in addition to the mailing itself. We have found that a good welcome pack is key to encouraging an active membership from the outset.

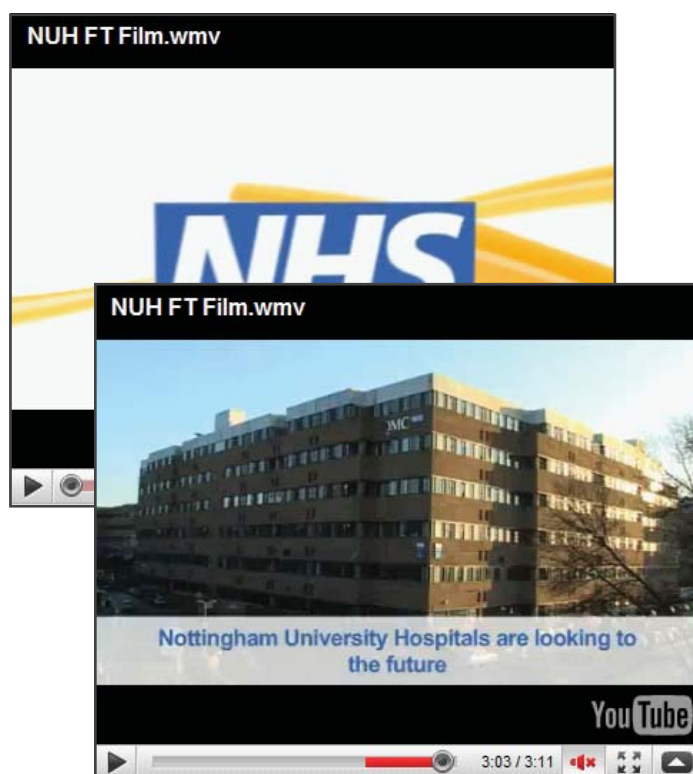
## Training

Our project managers train a dedicated recruitment team for each face-to-face campaign. Having representatives who are able to field questions about the Trust secures membership engagement from the outset.

## Video

MES can now provide your Trust with promotional video material, working with you to design and produce highly effective communication. From writing the script to overseeing the final edit, MES delivers final product that the Trust can instantly put to use.

Video can be especially useful in a number of ways: engaging potential members as part of a consultation process, and informing the public of your aims and objectives. The finished product could be played in hospital waiting areas, on local transportation as well as being uploaded onto the Trust's website. We have helped many Trusts get their message across and can advise on the best way for you to do the same.



## Your project

As part of our commitment to ensuring a professional end-to-end service MES will assign a dedicated project manager to each individual Trust. Your MES project manager will provide a single point of contact and tailor the project to your requirements, ensuring that it runs smoothly and to timetable.

Our project managers work hard to build a strong and trusting relationship rooted in partnership with our clients. Having a single frontline contact (albeit with back up!) ensures they will get to know and understand your Trust's needs, and support you fully in your work. This approach means we can manage and integrate all of our services to provide you with the very best in project delivery. We want your Trust to have maximum input whilst benefiting from our experience, expertise, and enthusiasm in delivery.



## Further information

If you need to recruit members we can help you from planning through to delivery and beyond. No task is too large; simply let us know what your requirements are and we can help.

You may also be interested in our other services and how they can work effectively together.

We look forward to hearing from you.

For further information or for an informal discussion about how we may be able to help you please contact us:

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