



Central News – Jan 2022

Inside this issue

Title	Page	Summary
Important dates	1	What's coming in the next couple of months
Fundraising	2	Face-to-face fundraising campaign from private sites
Annual Conference	2	Plans for our first hybrid conference
Brand update	3	New membership products and merchandise
Membership Team Update	3	Changes to the team

Important dates

1 April 2022 (5pm)	Deadline for registering delegates to the Annual Conference
10 April 2022	National Youth Standard Bearers competition



Please remember to use this [online form](#) to share your feedback about Central News. Some of you reported that not all links in the previous issue worked correctly. Please email kbrzeska@britishlegion.org.uk with details of any links you cannot access.

Fundraising

RBL face-to-face fundraising campaign from private sites (UK only)

Please check the latest lists containing information on where the next confirmed campaigns will take place, and what sites have been booked, but aren't confirmed yet, on the [Membership Administration Portal](#) or through your Membership Support Officer. Feedback or concerns about the booked sites should be reported to your Membership Support Officer. Thank you for your continued support with these important fundraising campaigns.

Annual Conference



Thank you to Branches which already registered their delegate for Conference 2022.

Our first ever hybrid Conference aims to deliver as good an experience as possible for both sets of audiences – those in the auditorium and those who chose to join online.

Chairman of the Conference Committee and the Chairman of the Greater London District together with the National Parade Marshall, Chairman of Ceremonial Working Group and the team visited the QEII Centre (conference venue) in London to plan all the logistics of the event. They agreed the venue is well located, accessible and spacious.

We are currently arranging for guest speakers. Exhibitors were also invited to set up a creative space for members to visit teams, learn more about the Legion's vital work and maybe even buy something new from the Poppy Shop and the NMA stands. The weekend will begin with dedicated meetings for Women's Section and Overseas members as well as two Standard Bearers Competitions. Business of Conference will be dealt with mostly on the Saturday whilst Sunday will include the Parade in the morning, service and changeover of the National Chairman. The close of Conference is planned for Sunday afternoon.

Branch delegates are welcome to register their place via an app on the [Membership Administration Portal](#) (you need to have an 'rbl.community' email address to use the app) or by emailing the completed form to annualconference@britishlegion.org.uk (forms can be obtained from your Membership Support Officer). Using the app on MAP will create a bar code which can be emailed to you for fast-track access to the conference hall. Visitors can register their place at the [RBL website](#).

Brand Update: new membership products and merchandise

Over the past year the RBL brand team has been working with Membership Council to develop new membership products and merchandise which will help you and your branch communicate all your important work in local communities and give you the very best presence possible. These products include designs for items like gazebos, banners and bunting, but also include business items to help your branch, such as letterhead templates and business cards. We are very pleased to say that this work is now complete and designs for these newly branded items are now available on rbl.org.uk/membersbrandpage and on the [Membership Administration Portal](#) (O365).

Having all these designs in one place will allow for easier access, and these areas will serve as a central point for you to find any additional products or merchandise that might become available in the future. The files for the items are 'print ready' which means you can simply download the file and provide it to a local printer to produce. Alternatively, if you don't have a preferred local printer, please contact our product team at products@britishlegion.org.uk who will be happy to help you get in touch with a preferred supplier.

Branch funds can be spent on these items if they are used to (as per the Membership Management Handbook):

- further the charitable aims of the Legion;
- organise events (for example, recruiting, Remembrance or fundraising events).

We hope you find these new items useful. If you do have any questions, please contact us at brand@britishlegion.org.uk

Membership Team Update

We are reviewing our membership engagement strategy and how we improve county and branch support, with relationship building being a key priority. To help us deliver on this important activity we are delighted to announce the appointment of Alison Bunn as Head of Membership Engagement. Many of you will know Alison as she has worked for the RBL for several years as Area Manager for Greater Manchester and Lancashire and has a wealth of membership and branch experience.



Alison joins the membership team on the 1st of March 2022 which is also the planned transfer date of the Membership Support Officers (MSOs) into the membership directorate. Once the MSOs are settled into the membership team and working closely with the Membership Engagement Advisory Group we will ensure that going forward we have the right team and structure in place, focused on our key priorities for membership.
