

HINTS & TIPS

For Recruitment & Retention

CONTACT YOUR MEMBERS

You should keep in regular contact via email/letter/phone

BE ACTIVE ONLINE

Take ownership of your Google listing and update social media regularly

UPDATE YOUR COMMUNITY

If residents and businesses know you, they will talk about you

ASK YOUR MEMBERS

Ask your members what they want from a branch through surveys

BE CONTACTABLE

Make sure potential members can easily find your details online and off

HAVE FUN

Have social and fun meetings. People need a reason to join you and stay

JUST ASK

Don't forget to ask someone to become a member!

If you would like more detailed information or advice about the above points, please contact the County Recruitment Officer, Ian Campbell using the details below.



Gloucestershire County

Gloucestershire.Web@rbl.community

www.counties.britishlegion.org.uk/counties/gloucestershire-county