

MINUTES

Members Meeting

11:30, Monday 4th June 2018

Westland Coffee & Wine, 1 Westland Pl, Hoxton, London N1 7LP



Present:

Louise Akers

Simon Francis

Nancy Platts

Beth Andlaw

Charles Heymann

Nicola Putnam

Delia Antoine Burdett

Laura Jane Hicks

Heather Rogers

Christina Bell

Amy Mather

Tom York

Sarah Colombini

Ian Morton

1. Business development Plan, Toolkit & Individual actions

SF updated on implementation of business development plan and year to date projections for income and social purpose fund.

All Members discussed additional assets needed for business development:

- Generic agency award entry (use for messaging and to introduce ourselves)
- Credentials
- Case study proforma (**HR** to draft)
- Regular news articles to be shared by all Members for campaigns
- **SF** to provide action emails with content to share and reminders to update the availability grid

All discussed the need to be smarter in our engagement with stakeholder groups. It was agreed that the following Members would lead on engagement with groups:

- PRCA (**SF**)
- Social Enterprise UK (**HR**)
- Charity Comms (**BA**)
- Unions (**NPI**)
- UniversitiesUK / CASE etc (**IM**)
- Charitable Foundation Comms Group (**NPu**)
- Association of Charitable Foundations (**NPu**)
- ACEVO (**LA**)

All eligible members to join Women in Campaigning Group.

Other Members will be asked to volunteer to lead on the following groups:

- NCVO
- NAVCA
- Campaigners' Forum
- Association of Chairs of Trustees

Other stakeholders, such as SMK, SCC and foundations will be engaged via social purpose work

SF to arrange a GTM All Members Meeting in August to discuss in more detail.

2. Social Purpose Fund

SF updated on projected social purpose fund of 14k, in addition to the 2k remaining from this year's fund (which has been committed to the Good News project).

Members discussed how the "Freedom To Campaign" brand / project could be expanded into 2018/19.

CH & NPI to discuss how a guide to student campaigning and a young campaigners toolkit could be developed – as this would fulfil both elements of the social purpose.

NPI & TY to discuss potential for "how to campaign" videos for CC social media channels based on the Freedom To Campaign Guide.

SF to develop press release to mark 750 downloads of the Guide.

SF & NPI to consider updating the Guide after meeting with Electoral Commission.

SF to convene the Museum of Campaigns group and update Members if there is any positive discussions.

SF updated on discussions and testing of the Good News project and positive reception to the idea at the Campaigner's Forum in Oxford.

All Members discussed content submissions and agreed these should be automated and then edited. A guide to how to write submissions would be developed and members of Small Charities Coalition given free submissions, but larger charities would pay a small fee for promotion of their campaigns to the Group.

All agreed that final editorial approval would lie with the Collective and no approvals would be sought. The site should operate as a news outlet.

Open Agency have agreed to contribute the branding of the site and web development could be done by Karen (who updated our website).

AM volunteered to help with editorial work.

All Members agreed that the priority for the next 12 months would be to establish the site / Facebook Group (acknowledging that other social channels may need to be used in the future if Facebook no longer performs, but all agreed the Group would be a better use of Facebook for the Collective than investment in our company page.

Once the site is developed, further funding will be sought from Gates Foundation, Obama Foundation, Partnerships Fund, Big Lottery Fund and other Foundations.

Partnerships with SMK, SCC, SEUK, CrowdFunder / KickStarter and other stakeholders will also be developed.

3. Member wellbeing & Training

All Members to email **SC** with suggestions for training required and suggestions on how the Collective can support Member wellbeing better.

4. Resources & new Members / Associates

All Members invited to get in touch with **BA** with European experience / contacts

All Members invited to suggest to **SF** social media delivery potential Members (especially with data analysis expertise)

All Members invited to suggest alternative Associates as not all our current partners will agree to sign up to the Ethical Practices Agreement (so far Sapio Research are the only ones to return the signed agreement)

5. AOB

A Doodle poll with future meeting dates will be circulated – agreed two meet ups a year and two GTM meet ups would be arranged.