

# Be an effective Vice Chair (Membership)

An enthusiastic and committed Vice Chair (Membership) can ensure a local party continues to grow, remaining vibrant, diverse and inclusive. This role suits an organised, personable individual who is committed to developing local membership and activity, with a good attention-to-detail.

As Vice Chair (Membership) you will act as a direct liaison with our members to ensure your party works as an effective unit, and all members get as much as they possibly can out of their membership.

## Getting Started

1. As Vice Chair (Membership), you have access to MemberCentre, Labour's online membership database. You can use MemberCentre to run your own membership lists and reports, as well as maintaining and updating individual member records. MemberCentre can be accessed via Labour Membersnet ([members.labour.org.uk](http://members.labour.org.uk))
2. You can purchase or download a host of membership recruitment materials from Labour's Campaign Shop at <http://shop.labour.org.uk>.
3. You should also take time to familiarise yourself with the different rates of membership. We must ensure membership remains accessible to everyone and understanding these rates shall allow you to do this.

## Key Responsibilities

Working alongside other members of the executive team, you have a responsibility to:

1. Retain existing members: Some members may not be as actively involved within CLP activity as others, but their contribution and support is still just as vital for the lifeblood of a CLP. Using your membership records, it is important to ensure that members are fully up to date with their payments and know how to get involved. Sometimes a simple phone call from you can be the difference between a member retaining their membership and lapsing.

2. Recruit new members: Membership recruitment is not only about building support and a financial base on which to campaign, but also about building capacity and developing your local campaigning ability. You should encourage your local party to be in a habit of asking others to join, and promoting membership as much as possible. Wherever possible, members should encourage new people to come along to events and activities as part of their journey to becoming a member.

3. Provide a welcoming and supportive environment: Members will want to come to meetings or campaign activities to get involved and take action on the issues that matter to them. Both longstanding and new members should be made welcome and included, regardless of their interests, experiences and skills. As Vice Chair (Membership) you should ensure that each individual member is making the most of their membership.

4. Ensure membership is at the heart of every activity: A rich variety of activities will both promote the value of membership and ensure everybody gets the most out of their membership. Working alongside the CLP Secretary, you should aim to have a range of different activities and events to include longstanding members, but also to engage and encourage new members to come along. You should also be open to new ideas, suggestions and offers of help from members, who will have their own thoughts on how to campaign and fundraise.

Use campaign activities, social events and one to one chats to get to know your members.

## Meetings

Local meetings are a fantastic opportunity to increase membership recruitment and activity. At each CLP meeting, you should:

- Actively encourage each member to contribute to any discussions and find out more about their interests.
- Work with members to plan new and creative ways to increase membership participation and new methods of recruitment.
- Report what activity you have been doing to increase retention, recruitment and engagement.
- Present any membership reports as an engaging and lively talk, rather than an administrative task.
- Champion the rights of every member and be sure to help facilitate their membership experiences and aspirations.
- Ask members to provide any new or updated contact details for you to record on MemberCentre.

## Useful links

MemberCentre, our online membership database, can be found by logging into Membersnet ([members.labour.org.uk](https://members.labour.org.uk)). A User Guide is available [online](#) in MemberCentre. If you have any queries regarding accessing or using MemberCentre please call our membership team on 0845 092 2299 or email [labourmembership@labour.org.uk](mailto:labourmembership@labour.org.uk).

Remember, you can always refer an issue to your Regional Office and call them for advice and help or the Labour Party Compliance Unit on 0207 783 1506 or visit [www.members.labour.org.uk/legal\\_and\\_compliance\\_downloads](https://www.members.labour.org.uk/legal_and_compliance_downloads)

The Labour Party has a huge range of training and best practice examples available. So if you would like to know more about being a Vice Chair (Membership), community organising, reaching out to new members or campaign planning go to [www.members.labour.org.uk/training-academy](https://www.members.labour.org.uk/training-academy)