

NARPO MEMBERSHIP STRATEGY

1. Aims and Objectives

The aim of this strategy is to provide a framework for NARPO (National Association of Retired Police Officers) HQ and Branches to recruit and retain Members.

The intention is to maintain and increase overall NARPO membership by working with Branches and other Police Staff Associations and partner organisations and have in place appropriate systems, structures, and processes.

NARPO also intends to increase its Membership diversity to enrich the Association, and in accordance with its Equal Opportunities Policy.

Increased membership will enable the Association to have the resources to meet its objectives under the Rules.

2. Actions to Achieve Aims and Objectives

2.1 Recruitment

Under the Rules of the Association-

2.1.1 Identify those eligible for membership

- a) Recruitment of full members
- b) Members, who are not eligible to be Full Members
- c) Widows/widowers
- d) Serving Police officers and those approaching retirement
- e) Members of the greater Police family
- f) Female officers, those from BAME and diverse and under represented groups
- g) Remove any barriers to Membership, nationally and at Branch level.

2.2 Retention

Ensure NARPO provides relevant and appropriate welfare support, advice and member benefits.

2.2.1 To achieve the objective the Association through HQ and its Branches will:

- a) Recruitment initiatives through the Pension Administrators by writing to retiring officers about the benefits of NARPO for those who are not Members
- b) Ask Police Forces to-

- to promote NARPO to their staff e.g., by placing posters and NARPO news in staff areas and Police stations,
 - to publicise NARPO on their intranet, social media or in other publications
- c) Increase NARPO's profile through:
- National campaign in the press and media, highlighting work of NARPO. This can also be through our Parliamentary Advisors
 - Targeted use of social media
- d) Target Chief Constables and HR departments in Forces to support NARPO through the Police Covenant
- e) Incentivise current members to encourage eligible friends and family to join
- f) Publicise who is eligible to join
- g) Work with the Police Staff Associations on career transitioning and seek support to promote NARPO
- h) Contact other organisations, such as-
- Police Staff Associations
 - Police Charities
 - Police and Crime Commissioners
 - Police Federation, nationally and locally
 - Policing Minister and MPs (use Connect)
 - Social entities e.g., typical police hobbies
 - Police Museums
 - Police Mutual and other private sector organisations

3. Responsibility

- a) The Marketing Manager will develop a marketing and communications plan and coordinate activity
- b) The NEC (National Executive Committee) to approve the strategy and plans
- c) The CEO (Chief Executive Officer) will oversee the plan working with the Marketing Manager and the NEC
- d) HQ and Marketing Manager to liaise with Branch committees to undertake local initiatives

4. Timescale

- a) Plan to be in place by Conference 2022

5. Evaluating Success

- Marketing Manager to track membership sign-ups and how these were received e.g., through partnerships, word of mouth etc.
- Numbers of new Members at year end- recruitment
- Number of Members who have discontinued Membership- retention
- Member satisfaction with services and benefits to be measured through yearly survey and feedback to Branch Secretaries, NEC, and HQ.
- Marketing Manager to monitor interaction, engagement, and performance statistics on NARPO and Partners social and website campaigns.
- CEO and Marketing Manager to record new member benefits and how these are received by Members.
- Marketing Manager to incorporate URL tracking on partner websites to monitor campaigns.
- Marketing Manager to engage with Branches and Regions on initiatives.