

# Membership management

Ideas to improve our impact

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# What makes a network work?

- Reciprocity
- Adding value
- Commitment (personal and institutional)
- Proactiveness and willingness to share responsibility
- Mutually beneficial relationships
- Collaboration around common causes
- Leadership

# Membership

- Is the essence of a network
- Is not homogeneous and has differentiated needs and capacities/interest to engage.
- Leverages expertise and capacities.  
creating a unique critical mass to generate impact and change.
- Requires a systematic management approach to ensure the maximum use of its strengths.



# IFRTD membership

- ECM 2008 explored categories of members, benefits and roles and responsibilities of IFRTD members.
- New Secretariat structure includes the role of an Events and Membership Officer (Juliette Harries)

# The current situation

- > 3000 members'/mailing list BUT :
  - Limited information on the proportion of different types of members in the network
  - Limited information on the members themselves
  - Unclear definition of roles and responsibilities of the different types of members
  - Lack of definition of what is a NFG and what are their roles and responsibilities
  - Lack of definition of what IFRTD can offer to the different types of membership
  - Lack of monitoring of impact and of performance in a systematic manner.

# Types of IFRTD members

- NFGs
- Individual professionals
- NGOs (national/international)
- Institutions (national/international)
- Researchers/ academia
- Strategic partners

# How will we address these?

- Establish a clear membership management strategy for the consideration of the ECM 2009.
- The strategy will clearly set out:
  - Definition of different types of members of IFRTD, including NFGs, what are their responsibilities and what they can expect as members of IFRTD.
  - Definition of what means to be an IFRTD member
  - Procedures to manage information on members efficiently including the gradual improvement of our membership database

# How will we address these?

- Definition of responsibilities of the RC regarding membership management
- Definition of a clear process of monitoring impact, measure performance of NFGs and profiling of members' activities.
- Definition of objectives and Secretariat responsibilities for developing and/or support the development of strategic partnerships.
- Clear protocols and responsibilities for sharing information with members

# How will we address these?

- Definition of process for conflict resolution
- Suggest (regional) approaches to diversify membership
- Suggestions on how to promote in the website members' skills/capacities ore proactively.
- Intranet members' specific section

# The process

- Initial draft strategy prepared by the Secretariat (October)
- Feedback requested from different types of current members.
- Active involvement of NFGs expected
- Membership management strategy presented to ECM 2009
- Use strategy as reference for fundraising

Thanks

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