GOBLET Discussion Session
Member recruitment strategy

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Increasing GOBLET membership

• We want to grow the GOBLET membership, both the organizational members and the individual members

• Approach has to be endorsed by all GOBLET members and they have to be willing be the GOBLET advocates.

• (they can also use this to (re)convince their own Boards)

• We may need a new taskforce or new committee

• This group will work closely with the PR committee that is producing the PR materials
Proposed discussion topics

• Value proposition
  – Concretize the list of benefits for the identified categories of potential members

• Who to target
  – Collect the potential member info

• Next steps

• How to organize in GOBLET structure
Benefit list

We need a clear value proposition:

- Previous work: see 5 yr report https://f1000research.com/documents/7-735
- 3 levels:
  - national,
  - organization,
  - Individual
  - Other level needed or does this cover all?
- We also have working GDoc from AGM2017: https://docs.google.com/document/d/1UelKdmvR4ypsXqkcZND7W6D EACHyOsJXutumRHRwkLU/edit?usp=sharing
GOBLET value proposition:
Rephrase & concretize the benefit list

• For each of the three groups:
  – Specify a number of tangible benefits from the benefit list that are relevant for the three member groups; make them concrete
  – What do the benefits mean in practice, what can they actually do, get from GOBLET

• Make 4 groups:
  – Group 1: National level benefits
  – Group 2: Organisational level (department) benefits
  – Group 3: Individual benefits
  – Group 4: If we miss a level

• Gsheet here:
  https://docs.google.com/spreadsheets/d/1bDt-0y_mpXbyPwq-2nr_2NwNgSL1Hsx6K42jOEICKLU/edit?usp=sharing
Who to target?

– Gsheet to collect potential new members we could target: https://docs.google.com/spreadsheets/d/1B1XSRDy_q_MX_1zYVx_nXr0ICjwW_R4fsMeYSU7kqM/edit?usp=sharing

– Work in groups again

– For inspiration see also previous Work from GOBLET FR cie: (Copy of the original document) https://docs.google.com/spreadsheets/d/11kppSZNX2GURG10vOckLfK7ehqMk9MmM_q4veeoIMI/edit?usp=sharing (this was more tailored to identifying potential funders but has very relevant information)
Next steps

– Make tailor made value propositions for each of the potential member groups.
– Make a list of potential members for each category
– Identify which GOBLET member(s) will adopt which potential member(s)
– Make contact, start discussion about possible membership.
– Of course this also has to be combined with PR:
  • Mailing campaign
  • Twitter campaign
Where does this activity belong in the GOBLET structure?

– Work to do done by the individual GOBLET members that each take on one or more potential members
– PR committee is involved because they make the materials.
– But also champion/coordination needed:
  • Executive Board?
  • Task force in the Fund Raising Committee?
  • Do we need a new committee or taskforce?