



ON THE MOVE

Membership Events Team Newsletter

August 2017

Issue 8, Number 1

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If you would like to make a
contribution to our next
issue please contact David
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A Report From Allan Jones - Diary Manager

"Having recently taken over the management of the diary for the Province of East Kent Membership Events Team, I am still finding my way around the responsibilities of this post. However, I have been successful in booking 6 new events for the diary this year.



I am currently liaising with Tesco's and Sainsbury's within the Province to enable us to site our pop-up display in their stores. These venues will be a good deal more comfortable during the cold winter months for our intrepid band of volunteers. Last year, I believe they were almost turned into living snowmen when they manned the display units at outside venues.

It is our intention to host our Pop-up display in the following supermarkets:

Tesco Supermarkets at Faversham, Maidstone, Ramsgate, Ashford - Park Farm, Ashford - Crooks Foot, Tovill, Sheernes, Gillingham, Tenterden, Strood, Whitstable and Folkestone.

Sainsbury's Supermarkets at Aylesford, Bybrook, Gravesend, Hythe, Canterbury, Whitstable, Folkestone, Maidstone, Hempstead Valley, Thanet-Westwood Cross, Sittingbourne, Faversham, New Romney and Deal. Ron Carter and David King are visiting these stores during September to secure dates for our displays. It should be warmer in their foyers and, the footfall average for a weekday is 2000+ with the weekend being almost treble that number. I am also surfing the web to find any other inside venues that may be available for the winter.



A Report from Allan Jones - continued



East Kent is a large area to cover and I would appeal to any Brother who sees or knows of an opportunity where our hospitality units could be sited, to contact a member the membership team. Their details can be found on the Provincial website and any suggestions will be thankfully received."

Allan Jones

Quality versus Quantity



I have received some very interesting views from a number of people within the province in respect of the overall performance of the events team recently. There seems to be an opinion that we are taking fewer enquiries than last year and therefore, we are not doing as well in converting enquiries to initiates.

The first statement is absolutely correct, we are taking fewer enquiries.

The reason for this is that we have changed our approach to recording the details of a potential candidate, we do not encourage our volunteers to sign up people who cannot confirm belief in a supreme being and no longer try to persuade them that they do. We do not take the information from people who appear intoxicated, confess that they have a criminal record or who appear to be suffering from mental health problems. Last year, we recorded 206 enquiries and, according to the statistics produced by Barry Deverece, 13 converted into initiations. Not a great result in percentage terms and it is my opinion that a significant amount of effort went in to sifting 206 enquiries down to just 13 initiations. At this point in time, we have taken 39 enquiries for the Province Of East Kent since January and, according my information, there are 9 progressing towards initiation. My prediction is that we will exceed last year's performance and will have expended far less resource both from the events team and the Membership Advisers in achieving the result. What will really improve our averages, however, is increased footfall which is why we are targeting shopping centres and supermarkets. Watch this space! - **David King**

Salute to the 40's - Chatham Dockside



On the 16th and 17th September the events team will be attending the wartime event at the Dockside. This themed weekend is reported to be one of Britain's best vintage festivals! Members of the public are invited to be transported back in time for two full days of vintage spirit!

We are sending the marquee down to the event appropriately camouflaged and dressed for the occasion. Tin helmets will be issued to any volunteer wishing to attend and we will be preparing mugs of tea and coffee for our guests subject to rationing. This one is definitely not to be missed.

2017 events diary updated

Thursday	14th	SEP	Ashford County Square
Friday	15th	SEP	Ashford County Square
Saturday	16th	SEP	Ashford County Square
Saturday	16th	SEP	Chatham Dockyard
Sunday	17th	SEP	Chatham Dockyard
Saturday	30th	SEP	Sittingbourne Medieval Mops Fair
Saturday	7th	OCT	Cranbrook Apple Fair
Sunday	8th	OCT	Gillingham Tree Planting picnic
Saturday	4th	NOV	Chatham Dockside Outlet Centre
Thursday	7th	NOV	Kent B2B MEDWAY Chatham
Saturday	11th	NOV	Canterbury Whitefriars Centre.
Saturday	25th	NOV	Dover De Bradleigh Wharf
Saturday	9th	DEC	Medway Hempstead Valley
Saturday	16th	DEC	Thanet Westwood Cross



PLEASE KEEP ON VOLUNTEERING!
Your support is very much appreciated!