

# HOW TO GET THE MOST OUT OF YOUR MEMBERSHIP

Now you have joined EOCA and are feeling proud to be part of an organisation that is carrying out such positive work, how do you get the message out that you are involved?

You can participate in as much as you have the time and inclination to. We have listed below a few helpful ideas of the sorts of things you could do to help raise awareness of EOCA and what it does. Just imagine the overall impact within the industry and the wider community if every member picked just 3 of these ideas and put them into practice.

## You could:

- Display your membership certificate in your reception area.
- Display your membership plaque at trade shows and exhibitions.
- Use EOCA's logo on sales and trade literature, on your website and brochures.



- Forward the latest newsletter to all colleagues, suppliers, retailers and distributors to read so they are aware of what is going on, who EOCA is and why your company is involved.
- Involve your staff in the voting process twice a year.
- Donate rights - free landscape or action images for use on the association's website - which will be credited to your organisation (*please contact us to discuss further*).

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## Or perhaps:

- Ask your suppliers, retailers and other contacts to become members.
- Put EOCA's logo on your email signature.
- Include some information about EOCA on your website; why you are a member and a link from your website to EOCA's.
- Send on press releases to your trade / consumer press contacts.
- Sponsor events / parts of events organised by EOCA at tradeshow to get your name associated with conservation.
- Organise your own events / sales / promotions at trade shows or locally to raise funds for EOCA.
- Volunteer to be interviewed for EOCA's newsletter to tell other members what you are up to and what is important to your organisation.
- Tag EOCA into your social media posts or share / like EOCA's posts, particularly around events such as project voting, applications or during fundraising events, such as Green Friday or Earth Day.





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## And maybe even:

- Translate parts of newsletters / relevant press releases into your local language and send out to your local press contacts.
- Volunteer to help funded projects that are local to you - a day's work at the weekend can be a great family or staff team building event!
- Go and help a local conservation organisation for a day.
- Contribute a percentage of your sales in a specific time period to EOCA.
- Organise your own local conservation project - could you organise a litter pick on a beach / in a park / in a popular hiking area, or tree planting that your whole organisation could get involved in - local press would be interested, and EOCA would also love to promote!



- Consider joining our Board of Directors.
- Match funding - offer to subsidise new members for a year up to a maximum amount.
- Write an article to go in the newsletter / on the website to spur others into action!
- Become a Summit Member and fund a whole project yourself! This could be one of our shortlisted projects or you could ask EOCA to research and find a project for you to fund that is particularly relevant to your brand.
- Become a Sustaining Member - help with the operational / core costs of EOCA in order to help the organisation grow and leave more money available for the projects we fund.