

Planning for the Future

Tuesday 25 June 2019 Birmingham

Setting the Scene...



- We are where we are...
- What we've done recently...
- Why we've done it...
- Where we're going...

Recent market research

Key learning points

- Awareness is low
- Proposition is generally well received
- Emphasis on transactional & financial benefits
- Must raise awareness much earlier in retirement journey

Market research

Key recommendations...

- Build awareness at a younger age
- Have a presence at NHS retirement workshops
- New logo opportunity
- Imagery should better reflect the organisation
- Discounts can draw people in
- On-line membership draws younger retirees
- Selection of activities is crucial

Communication work completed to date

- New exhibition stand (with lights!)
- New corporate pop up banner stands
- New Recruitment leaflet
- New corporate about us leaflet
- Launched at NHS Confederation Conference, 19 June 2019
- Press release to professional press

Communication work In progress.....

- Templates
- Website
- Working with NHS Pensions
- New newsletter

Launching the new branding

- To the NHS at the NHS Confederation Conference
- To Trustees, National Council and staff today
- To branches throughout the summer – through communications and availability of templates
- Media launch/ NHS Providers conference (TBC)

Facebook

- **Facebook for branches and to aid recruitment**
- **Encouraging branches and members to get involved**
- **Encouraging NHS and nostalgia groups to follow**
- **Interaction between the membership, central office, and the branches**
- **Looking to do this more securely and professionally**

Next steps

- **Fellowship Extra**
- **Brand guidelines to be developed and shared**
- **Next year:**
 - **Full website review**
 - **Audit to identify gaps/ successes**



Making your retirement work for you.

The NHS Retirement Fellowship is the national charity supporting retired NHS and social care staff and their partners and friends.

We provide social, educational and welfare opportunities alongside a range of discounts and other benefits.

For more information visit our website:

www.nhsrf.org.uk

email: info@nhsrf.org.uk

Tel: 01305 361317

Reg Charity No: 287938

Welcome to the NHS Retirement Fellowship.

Making your retirement work for you.

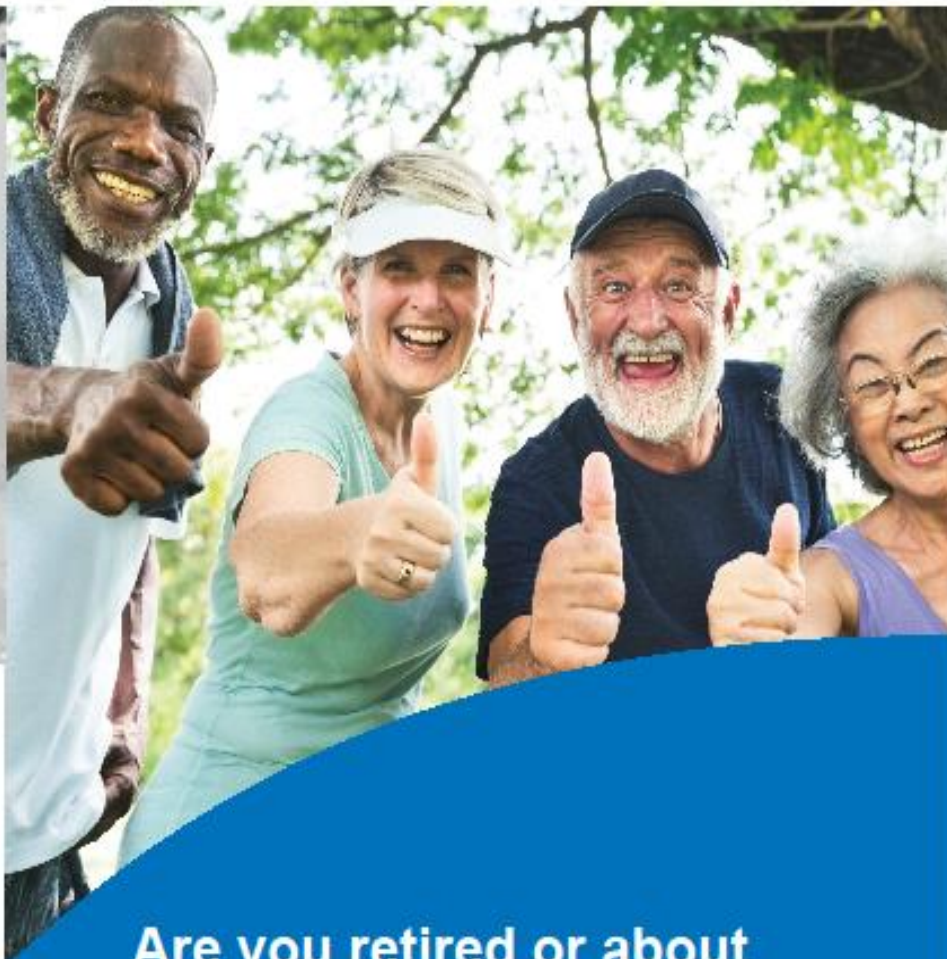


Search for
NHS Retirement Fellowship



or follow us on Twitter
@NHSRetire





How do I join?

To join the Fellowship, you can:

Call our membership team free of charge on 0800 915 1455 and they can put you in contact with a local branch.

Email info@nhsrf.org.uk and our central office team will help you out.

Sign up via our website at www.nhsrf.org.uk

Reg Charity No: 287936



You can also get a flavour of what we do by seeing our members stories on our Facebook page – just search for NHS Retirement Fellowship or follow us on Twitter @NHSRetire

How much does it cost?

Postal membership costs £20 a year with some branches making an additional minor charge to cover local activity costs.

Any questions?

If you have any questions about joining the NHS Retirement Fellowship or our benefits, please contact our Central Office on 01305 361 317 or email info@nhsrf.org.uk

Are you retired or about to retire from the NHS or social care?...

www.nhsrf.org.uk


NHS Retirement Fellowship
Making your retirement work for you.



NHS Retirement Fellowship

Making your retirement work for you.

The NHS Retirement Fellowship is the national charity supporting retired NHS and social care staff and their partners and friends.

We provide social, educational and welfare opportunities alongside a range of discounts and other benefits.

For more information visit our website:

www.nhsrf.org.uk


email: info@nhsrf.org.uk

Tel: 01305 361317

Reg Charity No: 287936



 Search for
NHS Retirement Fellowship

 or follow us on Twitter
@NHSRetire

Some new resources

- **New recruitment leaflet**
- **New publicity material**
- **New newsletter**
- **New templates for Branches**
- **Presentation resources**
- **Draft Induction Pack**
- **New Safeguarding Policy**
- **Trustee Eligibility Declaration form**

...all now available on the Members' section of the website

Summary of key points

- **Being part of a national charity**
- **Working together from the same agenda**
- **Being positive about the future**

***Shaping the Future – together
we can Retain, Recruit and Re-engage***