

# BrisLETS

## 2018 Membership Activation Drive & Survey Guide

November 4<sup>th</sup> - 24<sup>th</sup>

**Goals:** 1/ To activate members and connect them to their neighbouring members. 2/ To check contact details and get more survey responses. 3/ To recruit committee members.

**PREPARE** You'll receive a list of members to call in your area. You might like to send emails or text messages to them a few days in advance letting them know you're going to call them. You can include some basic reasons for your call or write something like, "*I'm (name) and I'm calling on behalf of (or state what you do on) BrisLETS . I'm calling members in my area to introduce myself and let you know about some new features. I hope I can help you make better use of the BrisLETS exchange. We're also looking for volunteers.*"

**START** When you call, have your computer ready and log into CES and bring up each member before you call them, so you can familiarize yourself with their location, contact details, offers & wants and trading activity (esp. of there is no activity). Be ready to keep notes on each member you call – there's a table on the next page you can use. It's very important that member details are corrected and updated, and that you send information back. Familiarize yourself with the online Survey (see SURVEY below). Start with a brief conversation around the following points. If you can, get them started on the survey (we want to gather data) and then close with some points shown below.

**ONLINE** Gone are the days when paper lists of Offers and Wants were always out of date. Now members themselves keep their posts current online.

- **IMPORTANT:** Check their address and contact details and tell them how to update them – rehearse this yourself if you need to before calling. (If they are having problems, note their changes in the table below.) Encourage them to show their suburb and post code in their profile if they haven't, to make trading easier.
- Some may want help using the system. The really computer-illiterate may need to be buddied up with a computer-literate neighbour. Ask if they need that and follow it up – if you can't do it yourself, contact the Membership Secretary Judith Shaw at [letsmembership@gmail.com](mailto:letsmembership@gmail.com)

**TRADING** Some might need to be encouraged to think of offers & wants: (you can read out some of the latest Offers & Wants from the homepage or Os&Ws emails to give them some ideas). Mention that we now have a Members Map and 4 emails are sent out every month; Os&Ws, Events Updates & NewsLETS. If a member doesn't have an offer, spend some time helping them with this, as it's a requirement of the Terms & Conditions. Some helpful points:

- There are members paying rent in LETS units, as well as obtaining services such as electrical work, gardening, health care, catering, car & van rental, music lessons, haircuts, holiday accommodation and more.
- Goods offered include soap, honey, plants, building materials, meals, furniture, books & DVDs, lotions & potions, event tickets, jewellery and so on.

- There is even a huge variety of rescue food available in BrisLETS, providing great value for LETS units and helping to keep this wastage out of landfill.
- Posting Wants on our online trading post can get you anything you want.

**‘VOLUNTEERS’** Members who work for BrisLETS earn Units. Some members may be interested in being a Drop Off Point Host - see the page under “Trading” on our website. Opportunities are described on the following pages of our website:

Under “About us”

<https://brislets.com/home-2/brislets-committee>

Under “Help”

<https://brislets.com/help/volunteer-opportunities>

Committee and most Team members need to be computer-literate and willing to use Slack.com, an online team-work site.

**SURVEY** Ask if they've done the Survey – if not, ask if they have 10 minutes to do it. You can walk them through it, filling in the data for them on your own computer, or they can do it later in their own time. The first question checks their basic details (acc #, name and contact details). The survey is a good way of covering all our questions. To start the Survey, go to the homepage of BrisLETS.com and click on **Take the Membership Survey**.

**CLOSING** Here are some points you can tell them, especially if they haven't been active in BrisLETS for a long time, they might not know that:

- BrisLETS is the fourth most active group in a network of community exchanges trading around the country.
- The online accounting software, CES, is used by 750 groups worldwide and enables us to trade with other members anywhere.
- BrisLETS is part of a growing movement to build a new economy for Australia, recognising that there are some fundamental flaws in the conventional economy which is based on the unsustainable growth model. So try shopping with LETS before going to websites like Gumtree and eBay.
- We're a Brisbane community and a Local Exchange. Our website (brislets.com) has the latest on what's happening in Brisbane. You can easily find neighbouring members on a Google map.

Please complete your list before November 24<sup>th</sup> and send your completed table to me (Simon) at [presidentbrislets@gmail.com](mailto:presidentbrislets@gmail.com)

Keep a copy of your list so you can help them and keep in touch. Please do what you can do keep my work to a minimum. Good luck! ☺ ☺