

PositiveVote: Maximising member responsiveness



Challenge

Elections can be hard work but the process can be rewarding in multiple ways if a membership is active and responsive. To achieve this you need to ensure that your members are fully informed and ready to vote. When you have spent a huge proportion of your time and budget on the election process you don't want a low turnout. This makes the election a costly exercise and can be demoralising. We recognise that election turnouts should reflect your effort and by increasing turnouts you will also be challenging the perennial issue of the same members voting for the same governors every time – which can only be a good outcome all round.

In response to this challenge we have developed PositiveVote, a unique solution which helps membership managers to increase their election turnouts which will ultimately improve the representation on the Board of Governors.

Summary

This service allows the Trust to actively engage with members for the very specific reason of elections, therefore increasing awareness and turnout. We will contact members directly by telephone, advising them that elections are open and ask if the member has received their ballot packs. This is also an ideal opportunity to discover the reason if a member does not intend to vote. The option of a short perception survey can also be included should the trust find this information useful.

This is a tailored service with a personal approach to add to your engagement tool kit that ensures the trust receives the best response rate for their efforts.

Benefits

- Increased return on investment
- Active engagement with members
- Higher election turnout
- Additional members standing for governor roles which will allow for a more representative board
- Useful perception feedback
- A more aware and involved membership
- The results can help shape future engagement

Find out more

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