

The right balance of attention & time,
must be applied to both...

Members
involved in
active
programmes

Members not
involved in
active
programmes

Dear Viva family

It may be me getting older but does the concept of commitment and loyalty seems to be diminishing in our societies?

As networks we rely so much on the 'good will' of participants. Some of that is anchored in the vision of what we aim to do, some of it is based on past good experiences and some of it is all about the good relationships we form.

I often think that network engagement is a bit like church attendance. The church not only tries to attract new people but it has to keep the existing members happy, actively involved, challenged or inspired and with a sense of progression or growth – or else, these days, we just move on and find somewhere else.

As network leaders we are often driven by the 'urgent' and usually this relates to funded programmes that have to be delivered. This is great for network members that are part of those programmes but not good for everyone else. **If we ignore the non-active members for too long they will have left the network without us even knowing.**

I want to encourage you to carry out the following exercise:

1. Create a spreadsheet with the list of your network participants in the first column down the left-hand side.

2. In the next column note the network activities/programmes that each of them attended in the last 12 months.
3. I am guessing but it's possible that over 50% are still blank. **I want to suggest that these blanks become an 'urgent' priority as these members are possibly on their way out of the network.** The question is what can you do? It will require positive action and time!
4. Some suggestions might include:
 - invites to promotional or information evenings
 - an AGM type meeting
 - particular events designed to connect people
 - re-launching of working groups or work-themed interest groups or
 - a schedule of visits where the coordination team go out to meet least active players.

If it helps your thinking, turn this non-active membership issue into a programme with a plan and timeline that you can deliver.

May God give you wisdom and help you to strengthen the relationships and commitment within your network.

"My brothers and sisters, believers in our glorious Lord Jesus Christ must not show favouritism."
James 2: 1

Blessings
Brian

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