



# **Local Membership Incentive Scheme Guidance**

## **Updated April 2023**

Helping your Party benefit from Recruitment and Retention locally.

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# What does my Local Party get?

There are two key areas of benefit for your Local Party:

## Local Party Rebate

As long as your Party achieves and maintains compliance, the Local Party will receive this payment. This payment is not conditional on membership growth.

## Bonus Payments

Additional income specifically designed to reward the hard work you do on the ground locally to **recruit new members and renew your existing members.**

# Part 1 – Local Party Rebate

At the end of each financial quarter our teams will add up all the membership subscriptions paid by all members of your Local Party during that quarter.

Your Local Party then receives 7% of this figure as a rebate and this is split into two:

- 4% of this total local membership income is returned to the Federal Party to pay for systems access, maintenance and support, such as for Connect and Lighthouse.
- 3% of this total local membership income goes directly to your local party.

# Part 2 – Bonus Payments for Recruitment and Retention

Far more potential for Local Party income growth is achievable through our Membership Recruitment and Retention Schemes.

You can qualify for a bonus payment by:

Recruiting a member locally via a paper form, or this link:

[www.libdems.org.uk/join-local/](http://www.libdems.org.uk/join-local/)

Getting a member to renew locally via a paper form, or this link:

[www.libdems.org.uk/renew-local/](http://www.libdems.org.uk/renew-local/)

# Part 2 – Bonus Payments for Recruitment and Retention

If a member renews or joins another way, but it was as a result of your activity locally, then please email [membership@libdems.org.uk](mailto:membership@libdems.org.uk) with brief details or evidence of the work you completed. Rewards can be added by our team so these can still be claimed locally.

## *How much is the bonus for renewing a member locally?*

In Year 1, the local party will receive 100% of the member's annual subscription if the renew by Direct Debit, or 50% of the amount using any other method.

Direct Debit is by far the most **cost effective** method for the whole Party to collect subscriptions, so these are strongly recommended. More importantly for you as a Local Party, those on Direct Debit are also far less likely to go At Risk due to their continuous memberships, making for **better retention** of your members too.

# Part 2 – Bonus Payments for Recruitment and Retention

*How much is the bonus for recruiting a member locally?*

**If your new member joins by Direct Debit:**

The Local Party will receive 100% of the first year's subscription, as well as 50% of the second year's and 25% of the third year's subscriptions.

**For example**, a member joins locally paying the recommended £6 a month.

The bonus payment will be £72 in Year 1, £36 in Year 2, and £18 in year 3 - **£126 in Total**. Not only does Direct Debit payments directly benefit your party more, but this will also aid with retaining a member for future years.

# Part 2 – Bonus Payments for Recruitment and Retention

*How much is the bonus for recruiting a member locally?*

If your new member joins using **another method of payment:**

The Local Party will receive 50% of the first year's subscription, as well as 25% of the second year's subscription.

**For example**, a member joins locally paying the recommended £6 a month.

The bonus payment will be £36 in Year 1, £18 in Years 2 and 3, - **£72 in Total**. This is just over half of the Direct Debit payment, which reflects the additional costs the Federal Party incur for payments by other methods.

# If you have any questions...

You can email [membership@libdems.org.uk](mailto:membership@libdems.org.uk) for any queries on the contents of this pack.

Remember your members should be directed to [help@libdems.org.uk](mailto:help@libdems.org.uk) if they have any queries, our Membership and Supporters Services team will be more than happy to help. They will also be able to help you in you require any of the forms I have mentioned in this presentation.

Thank you!