

# NAGC's membership work

**NAGC is a membership organisation which represents the families of gifted and talented children across the country.**

In addition, we have members from around the world who want to support the work we do, access our expertise and link into the international network of families and organisations working in the gifted and talented arena.

Active membership is extremely important to NAGC. Feedback from members helps to ensure that the services we provide meet the needs and concerns of the families of gifted and talented children. In addition, the strength of our membership is a powerful force in our campaigning work; the more members we have, the more we will be listened to by Government and other bodies.

For these reasons, we aim to keep our membership fees as low as possible and to give a range of concessions to low income families and others to ensure that no one who wants to is prevented from joining us. The income from our members covers the cost of providing our membership services which include a termly magazine for parents/carers, a termly magazine for children as well as a range of other benefits.

## **How this service delivers public benefit**

This service delivers public benefit by:

- Ensuring that the social and emotional needs of gifted children and their families are met through the range of membership services offered
- Educating and training parents/carers to increase their skills and self confidence in supporting their child

- Creating a sense of community amongst gifted children and their families to reduce feelings of isolation, provide mutual support to overcome any issues and offer a range of identified benefits through the services provided

## **In 2008-2009, the achievements of this service included:**

- Introducing a range of concessions to support people into membership including PGCE students, newly qualified teachers
- Developing a number of partnerships for the benefit of members including those with Self Awareness Ltd, Karmichael Education, Tomorrow's Achievers and MENSA
- Forming a number of alliances with similar organisations to NAGC overseas including those in Denmark, Turkey and Austria
- Improving the efficiency and effectiveness of our membership services by introducing systems such as online reminders to renew membership, a more proactive method of following up with members when they do not rejoin and online reports to identify when people have difficulty paying online
- Disseminating a regular monthly e-letter from the Chief Executive to keep members informed and involved
- Establishing a number of interest groups including a Home Educators Strategy Group, a Parents Forum and a Campaigning Group



### What we would like to have done better

- We have been developing an e-newsletter for the past two years and we would like to have been able to launch it this year
- We would like to have been able to establish with CAF a more effective direct debit system to process members' payments
- We have been developing a members' handbook but we did not have the resources to be able to publish it this year
- We evaluated the possibility of working with an external agency to improve membership retention rates. However, it has not possible to take this further at the moment
- We piloted a partnership programme with an external advertising agency to obtain advertising for our magazines and website. However, we did not feel that this pilot was particularly successful and so we brought the function in house once more

### In 2009-2010, we want to:

- Increase the number of members by 25%
- Conduct research to evaluate the needs of members and why they join NAGC and the impact we have
- Revise and relaunch our school membership package to encourage more schools to support gifted children and their parents
- Produce and disseminate a handbook for members
- Establish a shadow board involving our young members for them to debate and make suggestions to NAGC's Council of Management on issues of NAGC policy and practice when they are subsequently discussed by the full Board

“Thank you for your help and support on the phone. I joined after we spoke, downloaded lots of the very useful fact sheets and finally feel that things may be fitting into place. When I read the descriptions they fit my son perfectly, including mild dyspraxia. I feel, reading much of the literature including the magazines, that bless him he has been misunderstood for some time! Many thanks!”

Parent

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