

# Membership recruitment guide for June 2021

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## Introduction

In June, we are aiming to recruit 1000 new members to the European Movement. As part of this, we are using some tried and tested methods of recruitment as well as trying out some new approaches for the very first time.

As part of this campaign, we are proud to announce new partnerships and special offers to make this our most dynamic recruitment effort – details in this pack.

As our 120+ local groups and branches across the country, you have the power to turn this from a good recruitment campaign into a great one. Over the past few months, dozens of you have told us that you are excited to help grow the movement in your area and that you would like more support to make this happen.

That's why I have produced this pack, our most comprehensive pack to support grassroots European Movement membership recruitment yet.

It contains resources for social media, email, and online that you can use to help recruit more members to the European Movement. It also provides details of exciting special offers for June 2021.

## What we're aiming for

Our aim is to recruit 1000+ new members to the European Movement in the month of June.

June 2021 is an important month in our calendar. As well as the anniversary of the 1975 EC referendum (5<sup>th</sup> June), it contains the 5<sup>th</sup> anniversary of the Brexit referendum (23<sup>rd</sup> June). It is a great opportunity to reflect on how far we've come as a movement – but most importantly to redouble our efforts to build back our close relationship with Europe.

As part of this, we hope to recruit at least 60 new members from local groups' lists. But in order to do this, we are going to need your help.

## Timeline and key links

Here are some of the most important dates in our calendar for recruitment in June:

Date	Significance	What are we doing?
5 <sup>th</sup> June	Anniversary of the 1975 EC referendum	We launched our youth gift membership, where members of the movement can gift a young person membership of the EM
<b>16<sup>th</sup> June</b>	<b>Big announcement</b>	We announced our strategic partnership with The New European, with some exciting special offers for new and existing members
23 <sup>rd</sup> June	Anniversary of the 2016 Brexit referendum	We will push our special membership offers hard, with consistently pro-European messaging
30 <sup>th</sup> June	6 months since Brexit	We will look back at the first six months since Brexit, and look ahead to the campaigning ahead, asking supporters to join us

### Key links

The membership page (for 15<sup>th</sup> June onwards): [Join us - let's build a future to be proud of \(europeanmovement.co.uk\)](https://europeanmovement.co.uk)

Buy a youth gift membership: [Young Persons Gift Membership – European Movement UK](#)

Graphics for social media: [graphics folder here](#)

### Special offers for June 2021

As part of our recruitment campaign, we are proud to announce a few special offers!

In conversation, many of you have told us that you would like to see variations and additions to the membership offer. These special offers are an exciting chance to test whether they attract more of our supporters and group activists to become fully fledged members of the movement.

We hope you are excited to share these new offers with your supporters!

Some details have yet to be finalised, but you will be the first to know when these offers are fully launched and ready to go. Take a look below...

### The New European 5<sup>th</sup> anniversary special edition

To celebrate their 5<sup>th</sup> anniversary, and to mark five years since the 2016 Brexit referendum, The New European has produced a collectible special edition of their paper – featuring some of the best of the last five years. We are proud to announce that **the first 1000 people to join the European Movement in June will receive a free copy of this special edition!**

### **1975 special edition poster**

To commemorate the 1975 EC referendum – which was won on 5<sup>th</sup> June 1975 – as well as to provide a swanky new way of showing your pro-European credentials, **we are releasing two special edition posters to be included in membership packs.** [You can find the poster designs in the graphics folder.](#)

### **Buy a youth gift membership**

To win the political battles of the future, we need to build the next generation of pro-European activists and leaders. That's why we have made it possible to buy a youth gift membership. Get a young relative, friend, or colleague a one-year membership of the European Movement and pass on your passion for Europe. [Here is the page on the European Movement shop.](#)

### **Social media resources**

Here are some example social media posts you can use to promote membership of the European Movement. Please feel free to use these as they are or treat them as a guide.

**Always make sure to use a link in your tweets and posts about membership, and always link to the membership page for June 2021. See the timeline and key links section for all the links you need.**

Hot tip: if you need inspiration, why not borrow some wording or phrases from the draft recruitment email below?

#### **1**

The government wants us to believe that Brexit is permanent. That things cannot be changed. But we know that isn't true.

It is up to us to be that change. Join the movement today.

#### **2**

We will take the UK back into the EU in the years to come – whatever it takes.

We are building a movement to last, and we want YOU to be a part of it. Join us!

#### **3**

We are proud to be part of the European Movement UK – building a vibrant community of pro-Europeans in the UK.

Join our community and help us win hearts and minds.

#### 4

We still believe in a brighter, European future for the UK. We are part of the European Movement because we need to unite with others to build that future.

And we can't do it without you. Join us and become a European Movement member today.

## Graphics

[Find some graphics to use here.](#)

## Draft email for local group members

See below some draft email text you can use to aid in recruiting supporters to become members of the European Movement.

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Five years on from the Brexit referendum, the European Movement is building a movement to last.

**[Local group name]** is proud to be a part of the European Movement, working in **[local area]** to grow the movement and win hearts and minds to the European cause. We're asking you to become a member of the European Movement UK today by joining online.

We are part of this group because we believe in Europe and we believe in **[local area]**. We believe that **[local area]** and the rest of the UK are best served by being in the European Union, where we belong. These are our European values.

Over the past five years, so much has changed. From campaigning in the Brexit referendum, to being a part of the People's Vote campaign, we are proud to have led the European cause in **[local area]**. Despite each setback, our hope for a European future for the UK is undimmed and we are determined that one day we will bring the UK back into the EU.

That is why we are a part of the European Movement UK. In times like these, we need to come together across the country and build a large, vibrant community that can grow and learn together. It is only by building in strength, growing our influence, and helping to support a new generation of leaders that we will rebuild support for re-joining the European Union.

We are asking you to join the European Movement as a member today. By joining today, you will help us to shape the organisation's path forward and play your democratic part in deciding where we all go from here. But most of all, you will be helping to build a powerful mass movement with the tools to win a brighter future.

[Click here to join as a member today.](#)

It costs £3 per month, or £1 per month for concessions, and as a thank you the first 1000 new members in June will receive a special membership pack including a special 5<sup>th</sup> anniversary edition of The New European & a limited edition wall poster so you can show off your European identity with pride. You'll also receive a membership card and pin badge to confirm your membership.

Now is the time to redouble our commitment to building back our relationship with Europe. Join us and join the European Movement today.

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### **Drop-in session with staff: Monday 14<sup>th</sup> June 2021 between 4pm and 6pm**

On Monday 14<sup>th</sup> June from 4pm, the European Movement staff team will host a drop-in session for any group members who want to ask questions about recruiting members, online or offline.

We know that it isn't possible to get everything you need in a pack like this – so please do come along and pose any questions you have.

### **Contact us**

If you have any questions, please so also feel free to contact Matthew at [matthew.hull@europeanmovement.co.uk](mailto:matthew.hull@europeanmovement.co.uk). He'll do his best to answer them as soon as possible!