

YOUR MAG NEEDS YOU!

How to sign people up to MAG

This version: 4th November 2015

MAG works for all motorcyclists, trike riders and scooter users, regardless of whether or not they're members. MAG has a small team of staff and a faithful and hard-working army of activists. The more members we have, the more we can do to protect riders' rights and win important improvements for the riding community, such as access to bus lanes, better parking facilities, reduced taxes for powered two wheelers and fairer treatment by the law. That's why we're asking you to invite someone you know to join MAG.

Attracting New Members – a campaigning agenda

A. Engage

It may sound obvious but you really do need to engage and talk with individuals that approach you when you are working to promote MAG. Being approachable and welcoming is a great way to get people to talk about MAG, and to get the conversation off to a great start.

B. Inform

Tell them about what MAG does; this may include who we are, what we do and where we meet locally. You are the MAG expert in your area, so talk about the things you know about. It doesn't have to be grand. Often, people will sign up because they like what we're doing locally.

C. Involve & Respond

Ask the individual a few questions: have you come across MAG before? What do you ride? Where do you ride? Are you involved in any other aspects of biking? The conversation will develop naturally from real questions such as these.

D. Sign up

Ask them to sign up. If they don't want to do it there and then, give them something to take away so they can do it later. There's nothing wrong with being direct like this – if you don't ask, you don't get! Political parties reckon about 1 in 10 of their supporters will sign up if asked, so don't be put off if they don't say yes straight away - you've still built the profile of MAG. You might also find the '5 Point Plan' handy in this part of your conversations with people (see below).

REMEMBER: The best approach is always your own. The people you talk to will pick up on your enthusiasm and passion for motorcycling and riders' rights and hopefully they will respond to that.

The recruitment 5-Point Plan - a handy and simple way to run a recruitment campaign

There's a tried and tested '5 Point Plan', which can really help get people to join. You don't have to use it, but you might find it helpful to get all the points across in the part of the conversation where you're trying to get them to sign up. Here's how it goes:

- 1 **Introduce yourself** as a MAG member, and ask if they've ever considered joining MAG.
- 2 **Explain that we're active all year round**, working for motorcycle, scooter and trike riders. As a member, you're kept up to date through The Road magazine which is free to members.
- 3 **Clarify that we don't get funding from the public purse** - unlike some of the organisations that work against riders' rights. All MAG's campaigning money comes from the organisation itself, and the membership fee helps fund our activity.
- 4 **Joining MAG doesn't mean you have to get politically active** unless you want to. MAG does the campaigning so riders don't have to; it's their choice.
- 5 **Explain the available ways to pay**, the amount and that the easiest way to pay is by direct debit.

And that's it! A simple five-point plan to sign up your friends and associates to MAG. Every rider benefits from MAG's work, so help us to help everyone on two and three wheels by taking a few minutes to sign up someone you know.

Any questions? Call us on 01926 844 064. Thanks for helping to increase MAG's membership and our ability to keep you riding free.

Selina Lavender

Chair, Motorcycle Action Group (MAG)