

Membership

Working Group Members:

-  Jamie (Board Member)
-  Paul (Board Member)
-  Steve (Board Member)
-  Ellis (Volunteer)
-  David (Volunteer)

Current State & Challenges:

619 members today with opportunity areas in increasing the amount of female and under 25 members. Communication to members today is infrequent and business-like in tone. It is unclear what you get by being a member of the Foxes Trust. There are no member events and the majority of members have signed up just to show support for a cause/to have their voice represented.

Desired Future State & KPIs:

Become a mass membership organisation with several thousand members. Communication to members is regular and has personality. Members benefit from perks (such as discounted food/drink pre-match thanks to agreed partnerships between the Trust and businesses), member events and emergency support (when decisions taken by the Club or other organisations impacts them adversely).

Three Objectives For 2026:

-  Achieve a membership of 1,000+ before the end of 2026
-  Introduce member benefits (such as member events)
-  Improve the frequency, consistency and tone of communication members receive from the Trust



Membership

Last Working Group Meeting



Date: 19/03/2026



Time: 9:00pm



Attendees: Jamie, Steve, Paul, Simon, David & Ellis

Latest Progress:

- Discussed what the value proposition for members is today vs what it should be in future. Current benefits being member newsletter, AGM/democratic involvement and having a voice to represent you. Desired future benefits being member perks, events and emergency support
- Immediate priority is End of Season Survey. Aiming for 5,000+ responses and created a setback schedule to allow for promotion at final two home games and final two away games
- Did a quick member numbers benchmarking exercise versus other clubs Trusts – decided that 1,000+ members by end of 2026 was a realistic ambition
- Agreed that we would propose Affiliate Membership to board to enable Trust to capture contact details of End of Season Survey participants (work would then take place to convert them to full members) – would work the same way as Under-18 membership does today
- Reviewed last years' End of Season Survey questions and initial step to agree on which questions should remain and which new topics/areas should be covered (aiming to cap at 60/65 questions) – speaking with individuals with survey design experience to avoid accusations of leading questions etc. Agreed club should be offered the opportunity to support the survey/partner with us on it this year.

Next Steps/Actions:

- Everyone to review last year's survey and provide feedback on Trust Sharepoint
- Jamie to speak with two individuals that had stepped forward to offer help with survey design to get initial guidance (survey to be drafted and checked by 31st March)
- Affiliate membership – business case for board and Finance & Operations group
- Speak with Community re. member event
- Member newsletter to be drafted – David to help with adding personality to tone

