

Hello friends!

At last!!! The long awaited proposal for the ECC membership drive. We are very excited - it seems to be opening a new and wider style of operating for ECC.

The proposal should be clear. Our lawyer has seen it and has no problems. (And is very excited!!)

Queries and feedback through Adele as soon as possible - we are very keen to get going.

WAR IS NOT COMPULSORY - LET'S CHOOSE PEACE!!!

Love

Jo'burg Contact Group.



ECC MEMBERSHIP DRIVE - ASSOCIATE MEMBERS

A large scale membership drive is intended to accommodate/deepen support for, and membership associated with, ECC. These members would be able to choose between different levels of involvement in ECC. At the basic level they would be placed on the mailing list and would receive the ECC newsletter, possibly a monthly factsheet, ECC media (stickers, badges) etc. Deeper involvement would include attendance/hosting of housemeetings, the distribution of media, and participation in ECC campaigns where needed. Associate members would pay an annual membership fee.

Political motivation

- There are many people who sympathise with and support the broad aims of ECC, but who do not have the time, inclination or energy to actively participate. Associate membership would cater for these people and create a space for them within ECC.
- The membership drive would provide ECC with more profile and would raise general consciousness around the military issue, as we would be reaching far more people on a far more concrete level and providing them with a concrete way of indicating their support.
- Housemeetings would be reaching people not normally reached and would deepen as well as broaden our support. They would also be beneficial consolidating our organisation, and strengthening active members who would be chairing these meetings.
- Mass based support and paper membership figures would give ECC more clout with the media and could provide a degree of protection from repression.
- A well developed network of support for ECC would ensure the spreading and continuation of our issue.

Method:

- Initial application forms can be sent to the names on the existing mailing list(s), allowing people to commit themselves to different levels of participation e.g.: Would you like to:

Receive ECC media.....()

Distribute ECC media....()

Attend a housemeeting...()

Host a housemeeting.....()

- Advertisements inviting people to write in for such forms can be placed in the Focus and Weekly Mail(?).
- All replies would be computerised by the part-time worker, and those replying would immediately receive media etc, according to their desired level of participation.

Membership in ECC

The membership drive would mean ECC developing a far more systematic and therefore professional approach to our constituency. We need to be very clear as to the types of membership of ECC. People wanting to join ECC need to understand exactly what is required of them and what their membership entails. We would thus motivate a system that is understood both within ECC and by those individuals/organisations approaching us to become members. We suggest that the constitution be updated to formalise this process (see appendix 1.). We would envisage four types of membership:

1. Member/Affiliate/Subscriber organisations who would:

- Pay an annual subscription fee,
- Participate in decision making in general body meetings or other suitable forums,
- Have their names used publicly by ECC,
- Be on the mailing list,
- Possibly receive a special newsletter.

2. Honorary Membership - (which would be uniformly conferred on our VIPs) - who would:

- Not pay subscription fees, but could be approached occasionally for financial assistance,
- Have their names used publicly by ECC,

- Not participate in decision making,
- Be approached for advice, comments, suggestions and support,
- Be on the mailing list,
- Possibly receive a special newsletter.

3. **Active members** who would:

- Need two referees supporting their application for membership,
- Pay an annual subscription fee,
- Participate in an ECC sub-committee,
- Participate in decision making through general-bodies/sub-committees,
- Receive all ECC mail/media.

4. **Associate members** who would:

- Pay an annual subscription fee,
- Not participate in decision making,
- Receive ECC mail/media,
- Possibly receive special newsletter,
- Help with campaigns through low-key distribution of pamphlets, stickers, newsletters and attendance of public meetings,
- Possibly become active members through a process of attending a number of house meetings.

Conclusion

The success of a large scale membership drive depends on a slick, professional approach to it. This can be achieved by developing a computerised system and ensuring that everything runs smoothly and efficiently.

Johannesburg therefore motivates for a part-time worker to:

- Run the computer system
- Coordinate the administration
- Regulate the renewal of subscriptions/membership
- Handle all correspondence
- Send campaign material to associate members.

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END CONSCRIPTION CAMPAIGN (ECC)

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