

# Membership Strategy

## On a page

**2022–2025**



### Aims

How we use the information our members provide us with so that we can equip them with the knowledge they need to be strong ambassadors for GOSH

Ensuring our membership is truly reflective of the different families, communities, and staff we serve, in particular our young people.

Tying into the Trust's wider sustainability agenda and taking meaningful steps so we can make sure that we are protecting the environment for generations to come.

### Priorities

Educating people on what it means to be a member at GOSH and what this means in terms of commitment and the value they add

Reinforcing the various ways members can contribute their views, thoughts and ideas to help shape the hospital and actively showcasing what the Trust is doing in response to the feedback

Keep members and partners updated on developments at GOSH plus activity of the Council so that we can sustain engagement and also attract more people to join

Making sure everyone feels like they belong so reflecting that inclusivity in our communications, marketing and messaging

Placing an emphasis on young people to have a say and showing the difference young people have made also to encourage recruitment to the membership

Focusing on reaching out to the target groups which are underrepresented such as under 21's, patient/public male members as well as those in ethnic minorities

Simplifying our communications so that the message is clear

Being environmentally conscious in production of our marketing material

Playing an active role in contributions to the sustainability agenda at GOSH

Looking for creative ways our members can get involved in eco-friendly initiatives

Promoting the work we are doing on sustainability at GOSH to our members