



2020

1-5 June

In partnership with



memcom

ABOUT ASSOCIATIONS WEEK

Associations Week came about in 2017, when association leader Lee Davies aired his frustration that the work of membership organisations went largely unrecognised. Lee wanted to shine a spotlight on the work of professional associations and launched the week to celebrate the people, employees and volunteers who make associations work. The association sector is one of the UK's great unsung stories - and we have a mission to change that through **Associations Week**.

In 2018 we were joined in this venture by [memcom](#), the leaders' summit, whose mission it is to connect senior leaders from professional associations, trade associations, membership organisations and the wider non-profit sector to collaborate, to harness best practice and to celebrate success. This year, **Associations Week** will be held **1 - 5 June 2020**, to coincide with the *memcom* 21st anniversary conference, the theme of which is "[Seeing Beyond Your 20/20 Vision](#)".

It's the third year that **Associations Week** has run and we're hoping to build on the success of the previous years. *memcom* strives to promote *excellence in the leadership and management of associations* and by establishing **Associations Week** as the annual celebration of the work of the UK's membership associations, we can also celebrate both the contribution that our organisations make to society as well as the thousands of staff members and the countless number of committed volunteers who give freely of their time.

THIS YEAR'S THEME...

...is all about **Wellbeing**, and there has never been a more pressing need or a better time to champion wellbeing in the professional body and association sector – a sector which collectively represents over 6 million professionals in the UK.

The outbreak of pandemic Covid-19 has rocked the world, and like most other businesses, all membership organisations have been affected in different ways. As many have to cope with increasing pressures, ranging from growing demand for services and advice from members to furloughing staff or even concerns about the future of membership organisations, wellbeing needs to become mainstream. Throughout our focus groups we have heard from sector leaders who want **Associations Week** to play a larger role in the promotion of innovation and ideas for how the membership sector can do more to systematically promote wellbeing among its staff and membership.

Our supporters comprise those who are responsible for determining and implementing strategic direction for a range of professions, including the worlds of finance, law, health, professional services, the environment, medicine, housing, construction, engineering and the arts – and their subsequent influence on policies for

public benefit. With their support, we can actively ensure that wellbeing is a key consideration for all business leaders' decision-making going forwards.

HOW TO GET INVOLVED...

From attracting new talent or raising morale, through to increasing collaboration, funding or membership, there are many benefits of getting your organisation involved in **Associations Week**.

As a valued part of our sector, it would be great if you could help us elevate **Associations Week 2020** and help us spread the word about your wellbeing activities. Below you will find various ideas for low-cost or free activities, as well as copy which can be used on your website, social channels and emails.

There are countless ways in which your organisation can get involved in **Associations Week 2020** – and here are a few ideas to get you started!

- **INTERNAL COMMUNICATIONS:**

- Launch a wellbeing initiative to support or motivate staff and encourage staff members to think more about each other.
- Organise a calendar of inclusive, virtual events (quizzes, socials, yoga classes, PT sessions, etc.) to bring together staff to celebrate each other and the work of your organisation.
- Communicate the aims of **Associations Week** to all staff and ask for ideas, blogs, articles or initiatives around the topic of wellbeing.
- Help pick a team of **4 staff or board members** to represent your organisation in the **BIG memcom Quiz 2020**, launched as part of **Associations Week**.
- Search the wellbeing resources on the **Associations Week** website for ideas on how to help staff and members through the difficult times ahead.

- **EXTERNAL COMMUNICATIONS TO STAKEHOLDERS:**

- Interview your President/Chair/CEO about the measures taken to address wellbeing in your organisation.
- How important is wellbeing and good mental health to your members? Why not survey your members to see what they think?
- Spread the word about **Associations Week** across your social channels! Please use **#associationsweek** and our handle **@AssocWk** in all your social posts so we can share your posts with everybody else.
- Feature news about your wellbeing initiatives or activities in your newsletters.
- Include the **Associations Week** supporter badges on your email footers/website.
- Highlight to your members everything you have done over the last 12 months to include wellbeing within your organisation.

- **EXTERNAL COMMUNICATIONS TO THE GENERAL PUBLIC:**

- Publicise any digital/virtual guides on the theme of wellbeing which are accessible to the public.
- Write articles for the **Associations Week blog** – this could be a case study or insight, a Q&A, tips, interesting news or information about your activities in **Associations Week**.
- Consider any PR/press opportunities appropriate for **Associations Week** such as your members' views on wellbeing.

- **IDEAS FOR FURTHER COLLABORATION:**

- Explore joint ventures, blogs or events which could be enacted with partner organisations.
- Take part in the roundtables, sessions and activities planned for **#memcom20** from 1-5 June.
- Look to form new collaborations with other associations, perhaps using **memcom** or **IAL** as a conduit.

SOCIAL CHANNELS

Social media is arguably the most effective way of expanding the reach of **Associations Week**. Please follow us on Twitter (<https://twitter.com/AssocWk>) where we'll be posting updates about your events - and remember to use the hashtag **#associationsweek**!

Thank you for your support in helping to make **Associations Week** the best yet! Please email Executive Director, **Catherine Whitmore** or memcom's **Julian Smith** if you would like to get involved, have any questions or require further assets.