

Club Member Conversion Scheme

Dear BMF Affiliated Club,

The BMF has started a scheme that is aimed at having a mutual benefit for its affiliated clubs and the organisation. The scheme has been agreed by BMF Council and this letter is the formal launch and an explanation of the scheme itself, and the way in which it will work. The scheme is called 'the Club Member Conversion Scheme'.

The purpose of the scheme is to attract new 'Individual' members to the organisation in order to strengthen the membership base and to give the BMF more stability. Individual members have a greater affinity with the BMF in that they are able to be involved in the internal matters of the organisation and they have added benefits over an affiliated member, one being the receipt of the 'Motorcycle Rider' magazine which is one of the main communication routes to members.

This scheme depends on the clubs recruiting individual members from its own membership base and collecting the applications and fees together to be sent to the BMF office for processing. The features and rules of the scheme are as follows:

Rules:

- The discount for the affiliate member to convert to individual member is presently £5 and the club member would pay the current membership fee of £26 less this discount to the club.
- This fee of £21 for each applicant would be paid to the BMF by the club after collecting a number of applications, with a cheque enclosed with the paperwork.
- **The club will receive a payback of £5 for each member recruited.**
- The payback will be given to the club in the form of a credit note to be cashed in exchange for part of their affiliation fee for the forthcoming year. Credit notes will be given to the club on sending the affiliation renewal pack, normally in November, and will include all applications to that date. Applications arriving later than the 1 November will be carried over to the following year.
- The limit for payback will be the affiliation fee paid by the club in the current year.
- An officer of the club (normally the club secretary, but this can be any other nominated person registered in the scheme) must submit the applications from the members through the forms supplied.

- Applications by individuals from the club will only be accepted outside this scheme and in these cases no payback will be given to the club unless the individual makes the submission through one of their club officers.
- The new individual member will receive their membership pack, card and magazine at the earliest opportunity. Their membership status and renewals will then carry on as all other individual members with reminders for renewal sent direct to them and the standard fees will apply (presently £26 per full calendar year with discount for direct debit of £2).
- Club members who have taken advantage of this offer will not be able to use it a second time.
- Other members of the club are welcome to take up the offer in subsequent years if not in this year as it intended that the scheme will continue each year until 1 November of that year until further notice.

I hope that this offer is of interest to your members and your club, and hope that the scheme will be successful for both our organisations.

On behalf of the BMF, may I thank you for your support and efforts.

Yours sincerely

A handwritten signature in black ink, appearing to read 'P. Laidlaw', with a long horizontal flourish extending to the right.

Peter Laidlaw

Member Services Director

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Individual Member application form (to be photocopied as necessary)

Club officer declaration form

BMF literature: Members Guide, 'Who are the BMF' leaflets, membership flyers