



# Thinking of Opening a New Guild?

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Some step by step  
suggestions

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### **Preliminary work**

- \* Form a team who will be involved in opening the Guild.
- \* Nominate a named person who will act as contact, prepared to give her address, telephone number and e-mail to prospective members.
- \* If you need help, a call to TGHQ will generate support.
- \* Identify the area to be targeted.
- \* Find an appropriate venue.
- \* Allow plenty of time for publicity.
- \* Design posters and flyers, some are available from TGHQ.
- \* Place posters and flyers in prominent places, especially at the venue.
- \* Carry out a leaflet drop in your targeted area.
- \* Contact local media and publications with offers of an article about your new venture.
- \*<sup>\*</sup> Use 'Social Media!' – Facebook and Twitter to publicise your event/meeting – TGHQ will also publicise your event/meeting.
- \* Record all spending, and keep invoices/receipts for re-imburement by TGHQ – as at January 2016, up to £200.

### **Plan Introductory/Formation meeting**

- \* Decide on format, invite an interesting speaker plus an enthusiastic Townswoman to talk about TG and all it offers.
- \* Prepare a questionnaire for prospective members to fill in, to include interests.
- \* Decide a preferred time and day, this can be adjusted later.
- \* Plan any handouts like leaflets and magazines, short programme of proposed events etc. including local Federation /Guild and National events.
- \* Decide who will do what – Chairman etc. – do ask for help if needed.
- \* Confirm booking of venue for three meetings with a cancellation proviso.
- \* Plan programme for three meetings, again with cancellation proviso.

### **Introductory/Formation meeting**

- \* Keep it informal and welcome everyone warmly as they arrive.
- \* Make sure that a potential member has someone to speak to.
- \* Chairman to welcome everyone and give a background to TG.

### **Introductory/Formation meeting (continued....)**

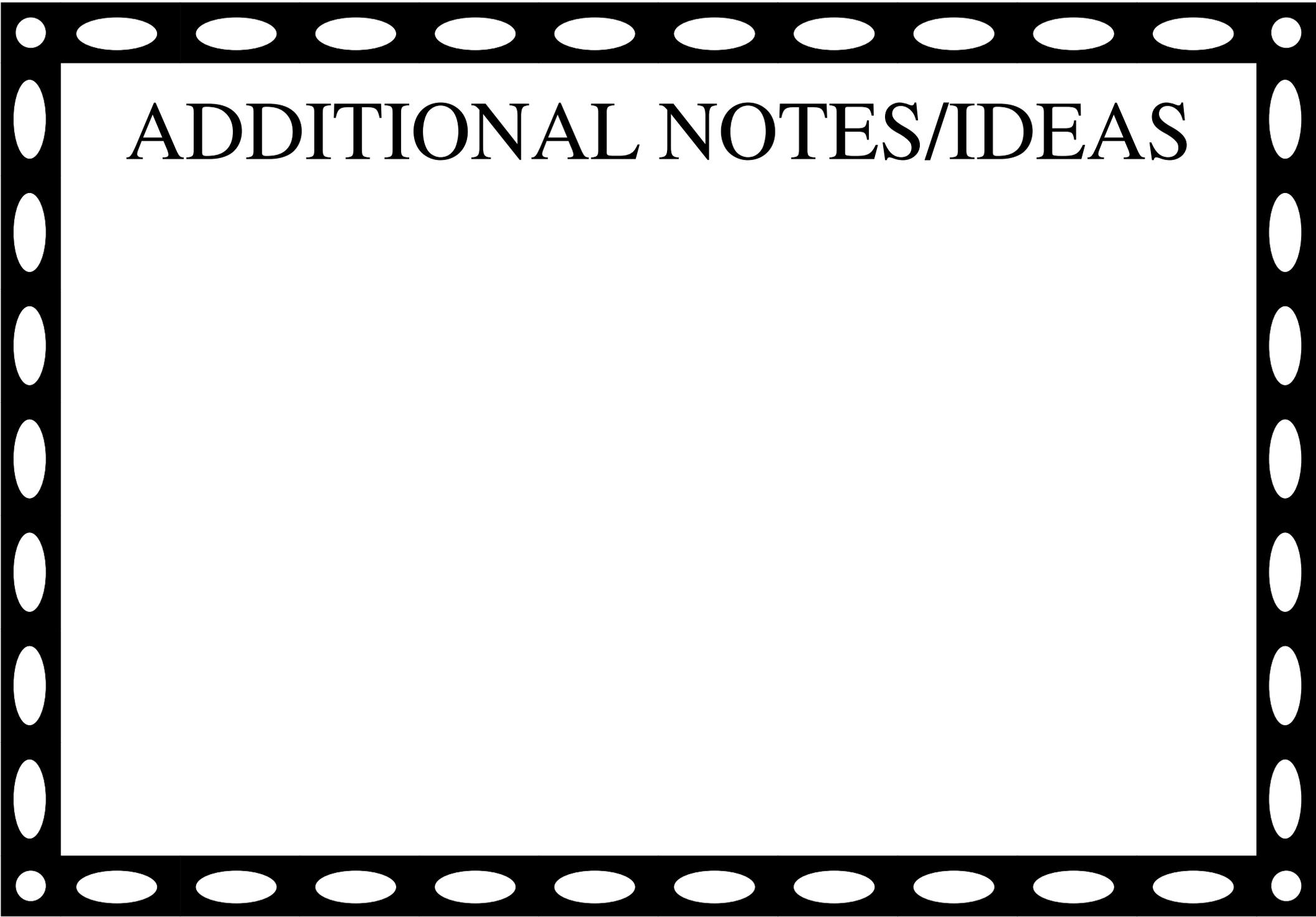
- \* Introduce speaker.
- \* Tea, biscuits, chat and a chance for prospective members to ask questions.
- \* Explain how much the subscription to TG is. Be prepared to answer questions on how the monies are allocated - document can be supplied by TGHQ). Inform the ladies of the TGHQ grant – as at January 2016, £200.
- \* Explain the need for three people to run the Guild – someone to lead, someone to take notes & someone to look after the money.
- \* Take names and addresses of interested ladies which will be data protected.
- \* Have a “Treasurer” on hand to accept fees (an agreed initial figure).
- \* Ask the ladies to think of a name for the Guild.
- \* Announce, date and time of the next meeting. (If appropriate plan an interim event e.g. coffee at a local café).
- \* Ask the ladies to bring a friend to the next meeting.

### **Subsequent meeting**

- \* If no new Chairman has come forward then the Chairman of the first meeting should be on hand to take the meeting with support from the formation team.
- \* Register the names of all those attending and take subscriptions from those wishing to join.
- \* When three ladies have taken up positions of responsibility in the Guild they will be able to open a Bank Account.
- \* Remember that this information will be data protected.
- \* Payment to be sent to TGHQ using forms AF1 and AF3.
- \* Give time, date and place of next Guild meeting.

### **Follow up Formation Team meeting**

- \* Review the process and make notes for future reference, copy in area National Trustee.
- \* Send a press report to the paper.
- \* Inform TGHQ of the formation of the new Guild and apply for a New Guild Grant – as at January 2016, £200.
- \* Prepare accounts with invoices/receipts to submit to TGHQ for possible reimbursement.
- \* Keep in touch with the new Guild offering friendship and support.
- \* Encourage interaction with nearby Guilds, and involvement in Federation and National events, making sure that other organisations have contact details for the new Guild.



# ADDITIONAL NOTES/IDEAS