

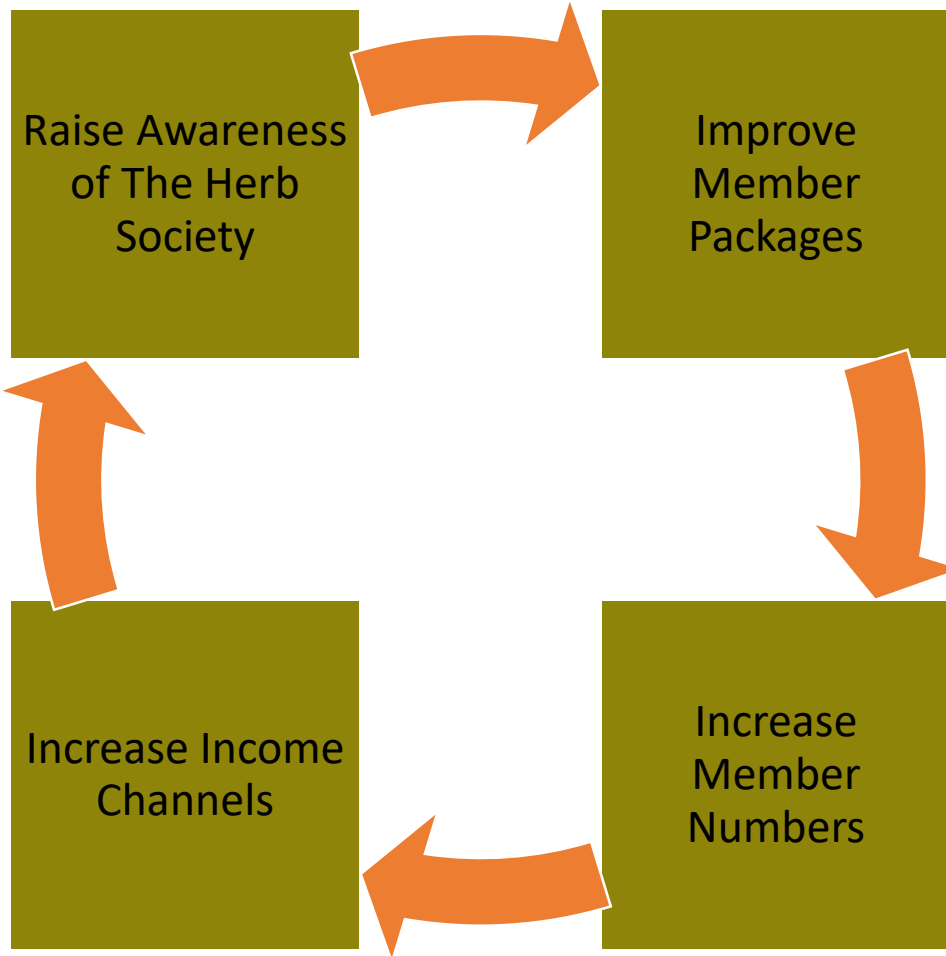
# THE HERB SOCIETY

2020 Strategy





# STRATEGIC PILLARS



These are the four umbrella areas where we believe that we can evolve, develop and grow The Herb Society in a sustainable way

N.B Our Mission remains unchanged:

- Provide information, knowledge and news on all aspects of herbs
- Bring together all those with an interest in herbs, from the amateur to the professional
- Increase the understanding and use of herbs for health and well-being
- Provide a worldwide forum for the exchange of ideas and information



# PILLAR 1

Improve  
Member  
Packages

OBJECTIVE: OUR MEMBERS MUST FEEL  
THAT THEIR MEMBERSHIP IS WORTH IT

## INITIAL IDEAS

- Clarify benefits to a member and how do they enjoy them?
- Membership Package Redefinition - what does each type of member get, what are the benefits to them and how much does it cost?
- Discounts - What discounts/ offers can our corporate members (and others offer) and how?
- Online Resources - Development of member-only resources
- Webinars - Opportunity to interact with members and people in the Herb World
- Events - Where are we going to be? What are we doing? How do members get involved? What events are we putting on/ putting our name to?
- Membership Cards - To develop this idea (discounts at herb gardens, herb products, partners etc.).



# PILLAR 2

Increase  
Member  
Numbers

OBJECTIVE: TO INCREASE OUR NUMBERS  
TO DEVELOP A BRAND WITH WORTH

## INITIAL IDEAS

- Promotion through Corporate Members - What options are there for us to support corporate member in promoting The Herb Society?
- Promoting through Local Groups - How do we engage with them, get them to join and spread the word?
- Gift Memberships - can we make it possible for people to buy membership as a gift?
- Recommend a friend - what incentives are there for someone to promote us?
- Promotional events - can we create an ongoing programme where members can bring non-members, we engage with local communities or get involved on certain projects?

These will all need to be off the back of sorting out our member packages, benefits and pricing



# PILLAR 3

Increase  
Income  
Channels

OBJECTIVE: TO GROW THE HERB SOCIETY  
PROFITABLY TO SECURE ITS FUTURE

## INITIAL IDEAS

- Review Prices - We need to address this urgently especially for future members to ensure that membership is not loss-making
- Advertising - what opportunities can we create in the magazine and online
- Sponsorship - can we seek out sponsors for events etc
- Fundraising - we need a clear direction and purpose for fundraising ensuring it supports the other Pillars with an idea of how raising funds benefits The Herb Society and our members
- Gift Aid - can we make an immediate appeal for people to ensure they have included Gift Aid? Currently we receive this from less than half of our memberships
- Accreditation/ Endorsements - how can we create a programme that more want to be part of?



# PILLAR 4

Raise  
Awareness of  
The Herb  
Society

OBJECTIVE: TO PROMOTE OURSELVES TO A  
WIDER AUDIENCE TO GAIN MEMBERS

- Press - a programme of engagement with the wider Herb world; magazines, online, Facebook, printed press etc.
- Social Media - executing a regular social media presence
- Blog - showing that The Herb Society is an active organization with great contacts
- Local Groups - can we create a pack for local groups to use (presentation, materials etc.)
- Education programmes - high profile, marketable education programmes to draw in new members and raise our profile (horticultural, agricultural, herbal, universities etc.)
- President Engagement
- Partner Groups - other relevant groups who may be willing to share what we are doing (Herb Society of America for example)
- Celebrity Endorsement - could we engage somebody high-profile from a more mainstream area to help promote us?



# STRATEGIC ACTIONS

## Improve Member Packages

- Clarify benefits
- Membership Package Redefinition
- Discounts
- Webinars
- Events
- Online Resources
- Membership Cards

## Increase Member Numbers

- Promotion through Corp. Members
- Gift Memberships
- Recommend a friend
- Promotional events

## Increase Income Channels

- Advertising
- Sponsorship
- Increase Prices
- Fundraising
- Gift Aid
- Accreditation/ Endorsements

## Raise Awareness of The Herb Society

- Press
- Social Media
- Local Groups
- Celebrity Endorsement
- President Engagement
- Partner Groups