



# Member retention

## a Prospect factsheet for branches

Your branch does great work in keeping members in Prospect – your organising and negotiating work demonstrates to members every day why it's worthwhile being part of the union. But what about when members move on to work somewhere else?

With industries constantly restructuring, Prospect members are more likely than ever before to be changing employers. So it's really important that members understand the benefits of staying in the union.

Prospect membership is valuable throughout people's working lives. Even if our members go to work in non-union organisations, being in Prospect gives them the security of knowing that they can get help to resolve any problems at work – especially valuable in times of change.

And members who are between jobs or retired get Prospect benefits at a reduced subscription rate.

Prospect does follow up members who leave to explain that they can stay in the union. But it's better for them not to have left in the first place! As a branch, you can help to keep members in the union by letting them know why they should stay in Prospect.

This factsheet will help you to help your members when they leave your organisation – whatever the reason. It tells you how to target members who are leaving your organisation, and provides links to template emails/letters for your branch to send:

- to [members leaving on redundancy](#)
- to [members who are retiring](#).

### Other useful information

The following leaflets will all help your members to understand the benefits and security that they can enjoy by staying in Prospect. You can download them or order hard copies from Prospect Central Services – [centralservices@prospect.org.uk](mailto:centralservices@prospect.org.uk).

- **Moving On** – explains why people should stay with Prospect when they change jobs, <http://library.prospect.org.uk/id/2010/00847>
- **A guide to Prospect legal advice** – leaflet on Prospect legal services, <http://library.prospect.org.uk/id/2015/01155>
- **About to retire?** – leaflet about Prospect's Retired Members' Group, <http://library.prospect.org.uk/id/2016/00983>.

### Briefing sessions for your branch committee

Outsourcing, cuts and restructurings are the situations that are most likely to give rise to large numbers of members leaving your branch. Prospect has briefings to help you as a branch deal with such situations to minimise job losses and get the maximum protection for members. They usually take about half a day and can be delivered in your workplace for example to coincide with a branch committee meeting. Contact your Prospect full-time officer or organiser if you need to arrange one of these briefings for your committee.

- **Representing members in redundancy**
- **Representing members in TUPE transfers.**

**Help your members to stay in Prospect – whatever their future holds**