

# BLACK FOXES UK MEMBERSHIP DRIVE SOP

**Standard Operating Procedure (SOP):** Membership Drive

**Objective:** To organise a series of engaging, membership-driven events that highlight Black Foxes UK's conservation efforts, provide unique experiences such as fox encounters and expert-led workshops, and transition to a paid membership model, with the goal of attracting new members, covering event costs, and creating a sustainable funding stream for future events and fox welfare projects across the country.

---

## 1. Introduce a Paid Membership Model

- **Tiered Membership Options:** Introduce multiple tiers of membership, such as:
  - **Basic Membership:** A small annual fee (e.g., £10-15) offering core benefits like newsletters, early event access, and exclusive digital content.
  - **Premium Membership:** Higher-level membership (e.g., £30-50) that includes merchandise, behind-the-scenes fox rescue content, and special invites to future events or private online talks.
- **Limited-Time Discount:** At the event, offer a discounted rate for those who sign up for paid membership on the spot (e.g., 20% off).

## 2. Create an Event Experience That Justifies the Price

To charge for attendance or membership, the event needs to feel special and exclusive. Here are some ideas:

- **Keynote Speaker or Special Guest:** Hire a wildlife expert, conservationist, or an influencer with an audience interested in animal welfare or conservation to give a talk. The added expertise and celebrity appeal can draw in a crowd.
- **Behind-the-Scenes Access:** Offer exclusive experiences like behind-the-scenes tours of the animal rescue centre, where attendees can see where the foxes are housed, how they're cared for, and meet some of the animals in person. This adds significant value.
- **Fox Demonstration or Training Session:** Hire an experienced animal handler who can demonstrate fox training or enrichment exercises. This educational component will attract families, students, and animal lovers.

## 3. Enhance the Event with Additional Hires

- **Event Host or MC:** Hire a professional event host who can engage the crowd, introduce speakers, and manage the flow of the day. A charismatic host helps keep the audience entertained and engaged throughout the event.
- **Photographer/Videographer:** Capture professional-quality images and videos of the event. These assets can be used for future marketing and shared with attendees as an exclusive bonus for joining membership.
- **Food and Drink Vendors:** Partner with or hire local food trucks or caterers to provide refreshments. You could ask for a portion of their sales to go to Black Foxes UK, or charge a fee for attending, helping to cover costs.

## 4. Ticketing and Event Pricing

- **Ticket Sales:** Charge an entry fee for the event itself. You can position it as a **family-friendly conservation day** or an exclusive chance to support fox welfare. Prices could range from £5-15 for general admission, with higher-tier tickets offering access to premium experiences (such as VIP tours, meet-the-fox moments, etc.).
- **Package Deals:** Bundle event tickets with membership. For example, offer a ticket + basic membership package at a slightly lower rate than buying them separately, making the membership more attractive.

## 5. Attractiveness for a Paid Audience

Since you're transitioning to a paid event, make sure there's enough draw to get people to attend and feel they're getting value for money:

- **Exclusive Fox Content:** Leverage the rescued silver fox and any other foxes as central attractions. People are drawn to animals, especially unique ones, so offer up-close encounters (in a safe, ethical manner), fox feeding demonstrations, or even a talk by someone involved in the rescue.
- **Workshops and Learning Sessions:** Offer workshops on topics like wildlife conservation, fox care, or responsible pet ownership, led by experts. These can be additional draws, especially if people can take away valuable knowledge or skills.
- **Kids' Zone:** Set up a kids' activity area where children can engage with fox-related crafts or quizzes. This can make the event appealing to families, increasing attendance.

## 6. Marketing the Event to a Paying Audience

- **Event Branding:** Clearly brand the event as a special occasion—e.g., “Fox Conservation Day” or “Meet the Rescued Silver Fox.” Make the messaging about **supporting fox welfare** while getting access to **unique experiences**.
- **Exclusive Access:** Highlight that by attending, people get exclusive access to information, experiences, and content not available to the general public.
- **Community and Cause:** Emphasise the impact of membership fees or ticket sales on fox conservation efforts. People are more willing to pay if they feel they're directly supporting a cause.

## 7. Post-Event Engagement

- **Members-Only Content:** Post-event, continue to provide exclusive content for members—e.g., behind-the-scenes footage, interviews with staff, or updates on the silver fox's progress.
- **Future Event Discounts:** Offer event attendees a discount on future events if they remain members, incentivising long-term commitment.

## 8. Estimated Expenses:

1. **Venue**
  - **Cost:** £0 - £300
  - If the animal establishment is offering the venue for free or at a discounted rate, the cost may be

minimal. However, for budgeting purposes, account for potential charges.

2. **Event Staffing**
  - **Host/MC:** £150 - £300
  - **Animal Handler/Expert:** £200 - £400
  - **Volunteers:** £0 (volunteers could reduce staffing costs)
  - You may need to hire event hosts, animal handlers for demonstrations, and other experts.
3. **Marketing and Promotion**
  - **Flyers/Posters:** £50 - £100
  - **Digital Ads (Optional):** £50 - £200
  - Printed materials and digital advertising on platforms like Facebook to attract local interest.
4. **Event Materials and Displays**
  - **Signage, Posters, Brochures:** £50 - £150
  - **Fox Education Booth Materials:** £50 - £100
  - Covers the cost of educational materials, sign-up forms, and visual displays.
5. **Merchandise Production**
  - **T-shirts, Badges, Stickers:** £100 - £200 (small initial stock)
  - Basic merchandise for sale and as incentives for membership sign-up.
6. **Food/Drink Vendors** (optional if hiring vendors)
  - **Vendor Setup Fees:** £0 - £200 (potential revenue-sharing agreement)
  - If you bring in vendors, they may offer a percentage of sales instead of a fee.
7. **Miscellaneous**
  - **Insurance:** £100 - £200 (if required for event liability)
  - **Utilities (electricity, Wi-Fi):** £50 - £100 (if not covered by venue)
  - **Miscellaneous Supplies:** £50 - £100

---

## 9. Total Estimated Expenses:

- **Low Estimate:** £500
- **High Estimate:** £1,750

---

## 10. Estimated Revenue Streams:

1. **Ticket Sales**
  - **Attendance (100 attendees @ £5 each):** £500
  - Charge an entry fee, e.g., £5-£10 per person. Adjust based on what your target audience is willing to pay.
2. **Membership Sales**
  - **Basic Membership (30 @ £10):** £300
  - **Premium Membership (10 @ £30):** £300
  - Transitioning from free to paid membership could bring in immediate revenue at the event.
3. **Merchandise Sales**
  - **T-shirt Sales (20 @ £15):** £300

- Sticker/Badge Sales (50 @ £3): £150
  - Selling branded merchandise on-site can supplement income.
4. Donations
- Donations from Attendees: £100 - £300
  - Set up a donation box or encourage online donations during the event.
- 

## 11. Total Estimated Revenue:

- Low Estimate: £1,200
  - High Estimate: £1,850
- 

## 12. Projected Outcome:

- **Break-even Point:** Based on estimates, you would need to bring in around £500 - £1,750 in revenue to cover event costs.
  - **Potential Profit:** £700 - £1,350, depending on attendance and membership sign-ups, allowing you to reinvest in future events.
- 

## Approval & Sign-Off

Prepared by: Hayley de Ronde (Chairperson) | Date: 09/09/24

Approved by: B. Underwood (Vice Chairperson) | Date: 09/09/24