The Royal College of Midwives

RCM Membership Recruitment and Retention

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RCM Workplace Representatives Conference
27 November 2009

- **Promoting** midwifery, quality maternity services and professional standards

- **Supporting** our members, individually and collectively

- **Influencing** on behalf of members and the women and families they care for.

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Listening to you

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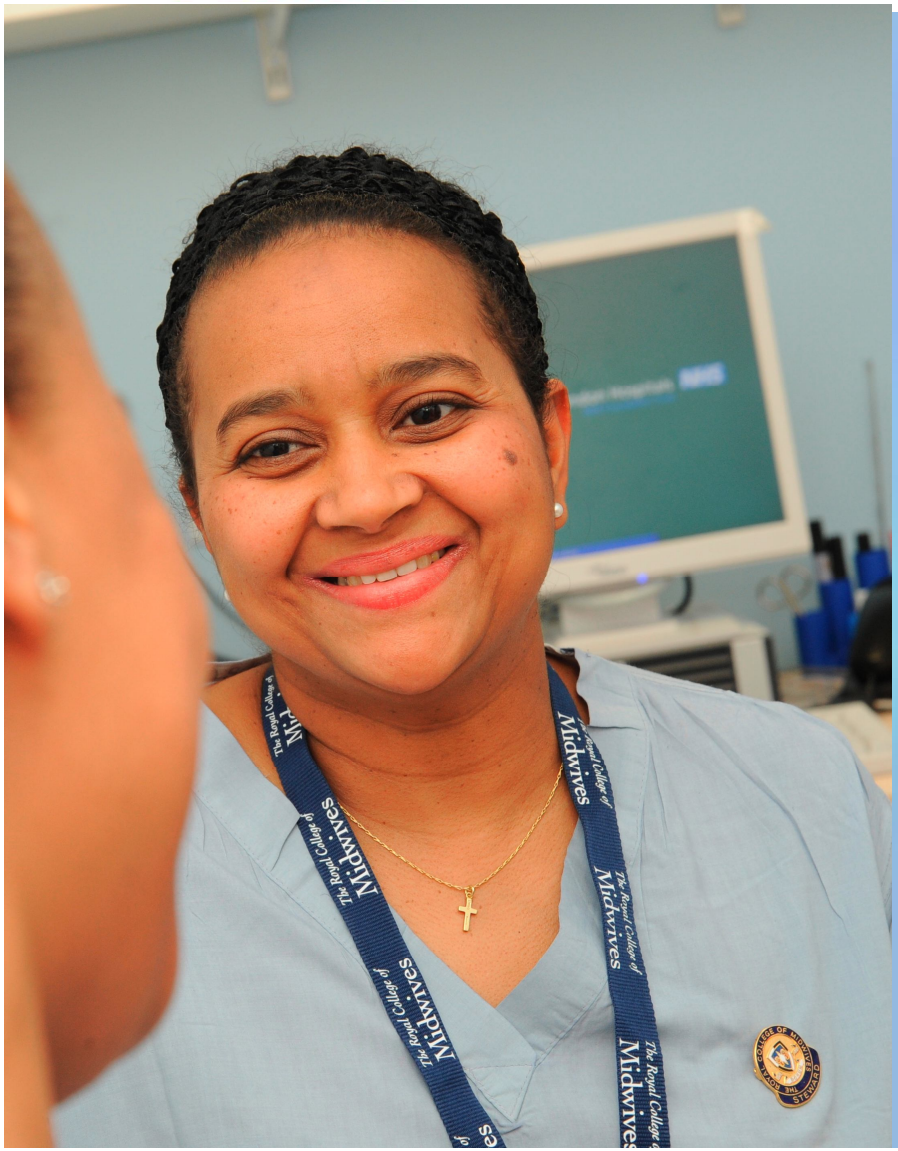
Full Membership



Are all your colleagues with us?

£230 pa (£19.18 pcm)

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Recruitment resources

- Joining leaflet (and join online)
- Online information and dedicated area
- Posters
- Lanyards, pregnancy calculator wheels, pinards, pens for visits

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Full members– key messages

- **Only** the RCM has the expertise and track to stand up for the interests of midwives **we're Midwives for Midwives**
- **Support and security when you need it** with representation, insurance and advice
- **Advance your practice**- access latest research, professional and learning resources
- **Belong and Connect** - network and discuss with midwives at all levels across the profession
- **Save money** with great value discounts and member benefits to relevant for you – don't lose out
- **Your voice** influencing on your behalf and for the women and families you care for

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Student Membership

- Record high membership
- Our future
- £1.67 pcm (direct debit)

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Student Membership - Benefits

- **Medical Malpractice Insurance :** Midwifery duties during clinical placement and **Cover whilst working as a registered nurse in NHS whilst a student (if qualified)**
  - **Trade Union representation** (for clinical conduct issues)
- **Personal Accident cover** in the workplace
- Legal Service and member discounts (LV= etc)

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Student Membership - Benefits

- *Evidence Based Midwifery* online, position papers, educational resources and discounts on publications
- Student email group
- *Midwives* magazine (includes job adverts!) – new student ezine
- Dedicated RCM Student Services Advisor
- RCM Student Midwives Conference
- Opportunities to connect and network with midwives
- Pampers Student Vision Award
- Voice in RCM – Student Midwives Working Group

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Students– key messages

- **Only** we have the expertise and track record to stand up for you **we're Midwives for Midwives**
- We're campaigning for more jobs when you qualify and better bursaries – **secure your future** by joining
- We're here to support you throughout your **professional journey**
- **Belong** to the body influencing for quality services for the women and families you care for
- **Connect** with other students and midwives at all levels across the profession and learn more
- **Be safe -** be with us for the cover you need – *including cover for nursing duties*
- **We value you** and give your value for money – save money with affordable membership and discounts relevant for you – **only** £1.67 a month

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Recruitment resources

- Joining leaflet (and join online)
- Zippy bag pre-joining gift
- Online information and dedicated area
- Posters
- Powerpoint Presentation
- Lanyards, pregnancy calculator wheels, pinards, pens for visits
- Free 256MB RCM data stick on joining plus copy of *Ten Top Tips*

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Newly Qualified Rate

- From 1 January 2010
- Follows 3 month “bridge” period post qualifying at student rate
- 1 year
- £9.99 pcm
- Must have previously been a student member
- Free Birth Register and congratulations card

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Maternity Support Worker Membership

- Launched 1 April 2009
- Secures RCM as voice for midwifery team
- £107.88 pa (£8.99 pcm)

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Who can join?

- "Any person whose role is to support the work of the midwife in the care of childbearing women, the newborn and their family **who is employed in a role which supports midwives in their workplace**"
- Not defined by registration, qualification or specific job title
- Can be MSW, MCA, Nursery Nurse, Ward Clerk, HCA etc
- **NOT ELIGIBLE** current or ex-midwives

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Benefits

- Employment relations advice and representation
- Professional guidance, advice and support- including MSW advisor
- Legal service
- Personal accident cover at work
- Member affinity discounts (LV=, RCM Plus etc)
- *Midwives* Magazine and Ezines
- Vote in Council elections and EGM
- Belong to an RCM branch and elect and stand as Stewards/Health & Safety Reps/ULRs/Branch officers

But Not

- Medical Malpractice Insurance
- NMC Representation

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Why Join?

- **Support** First class, specialised support and representation – from you
- **Voice** A strong voice working just for maternity services – focused on campaigning for resources, conditions and training
- **Values** A union which cares as much as you do about safety and choice for the women and babies you care for
- **Develop** Opportunities to learn and develop
- **Belonging** Being part of the team and branch
- **Protection –** Legal service, personal accident

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Recruitment resources

- Joining leaflet (and join online)
- Online information and dedicated area
- Workplace posters
- Free 256MB RCM data stick on joining

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Getting the message across

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Here to help

Ordering marketing materials

Angela Sahe Lacheante
Marketingofficer@rcm.org.uk
020 7312 3422

Membership Team

membership@rcm.org.uk
020 7312 3500

www.rcm.org.uk