



## Member Engagement

Twins Trust as an organisation have a divided membership as they offer support to different groups:

- Expectant parents of twins/multiple births
- Families who have already had children



## Collaborating on campaigns

Parliament Hill worked with Twins Trust in order to plan out the whole of the upcoming year's campaigns and marketing. Due to the divided membership, different groups within the membership receive different communications and marketing. Twins Trust were able to communicate with their membership in segmented ways – e.g. by age of the children. Parliament Hill worked with Twins Trust to illustrate and communicate not only our offers, but also Twins Trust's internal offers.



## Going the extra mile



### Building an extranet

We worked with Twins Trust to support them in offering not only our benefits, but also their own offers that they had sourced themselves. In order to illustrate their impressive collection of benefits, we designed a bespoke extranet scheme site.

### Supporting their annual raffle

Twins Trust also has an annual raffle to help raise funds for the organisation and Parliament Hill helped to support the raffle by offering up prizes to be included.



### Working with our brand partners

We worked in conjunction with our partners (e.g. Hotpoint and PG Mutual) so that they could introduce their offers and also provide prizes for the raffle.



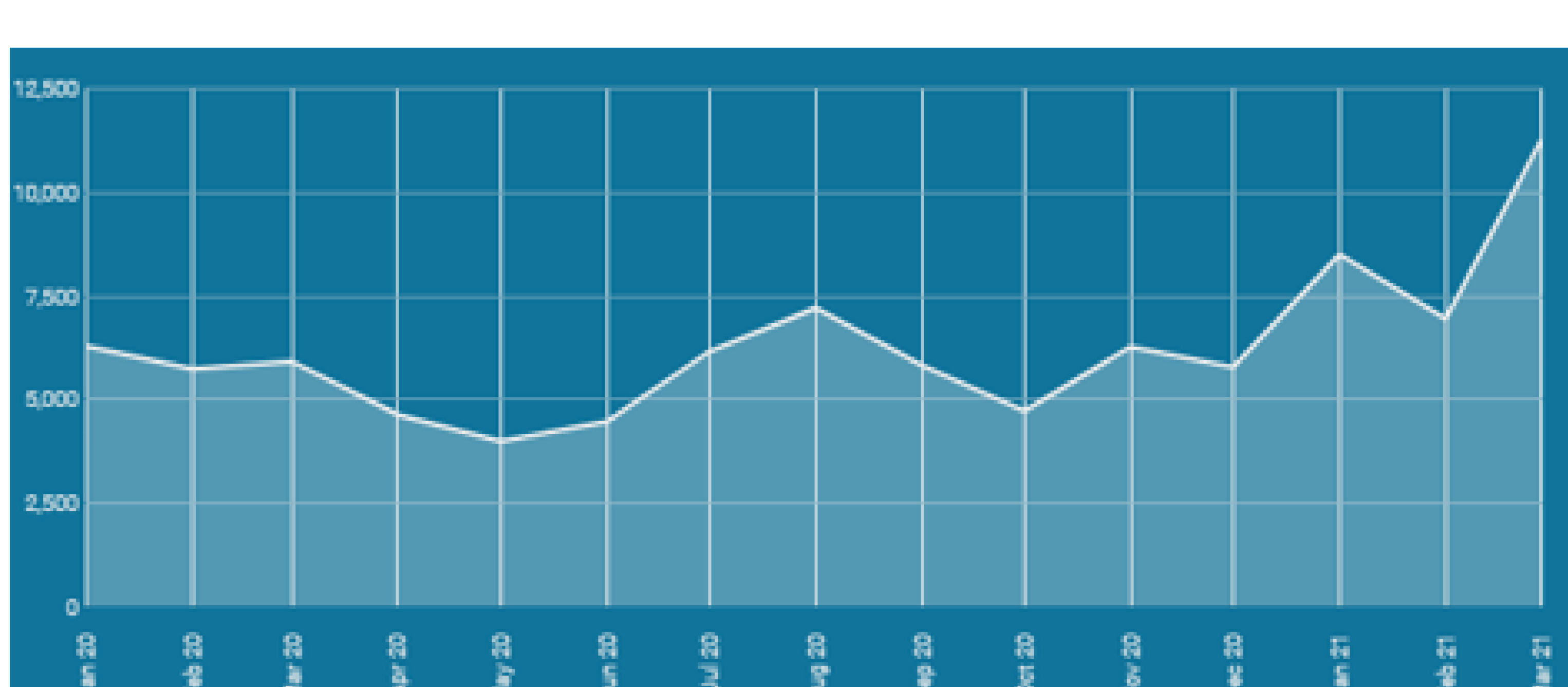
## Positive Outcome from the Annual Raffle

- 1 The Twins Trust raffle runs annually from a March launch to a late June draw
- 2 987 people purchased tickets in 2021 raising £11,676 for the charity
- 3 Tickets moved from paper to online due to Covid-19, and will now continue to be online
- 4 Prizes over the years have been kindly donated by hundreds of corporate supporters
- 5 The raffle is promoted on the website, launched in the Multiple Matters magazine, through e-newsletters, raffle focused emails, social media and other comms channels



## Reaching our goals

The goal of all these discussions was to increase member engagement. By creating the extranet, and supporting on their annual raffle we were able to achieve this goal. In the graph below you can clearly see the continued growth in the usage of the extranet.



**Are you interested in having your own member benefits scheme?**

To find out how a benefit scheme could help improve engagement for your membership organisation, please give us a call on 0207 710 9494.