



Key membership benefits for your social enterprise

- ***Joining a supportive network of like-minded people*** - We're Scotland's national membership body for social enterprises - bringing all types of social enterprises and supporters under one umbrella to network, campaign, make new friends, exchange ideas and help build the social enterprise movement. We're member-led. All our campaigns are directly decided by our social enterprise members - your values, views and expertise inform all of our policy-making. We're the accessible, one-stop gateway for the public and media and develop the public information and promotional resource: www.socialenterprisescotland.org.uk
- ***Advice and support*** - Pick up the phone Monday to Friday, 9 to 5, to ask us about influencing decision-makers, funding and finance, business opportunities, media communications, business support or any other social enterprise advice: **0131 243 2650**. We can signpost you to the right organisation, individual or information source. Any member is welcome to arrange a visit to our Edinburgh office and meet with staff members for advice and support face-to-face or we can also visit you whenever possible.
- ***"The Social Enterprise Weekly" magazine*** - Scotland's comprehensive social enterprise news update, inc. events, policy, jobs, promotions, latest media stories and lots more, to inform your work. We encourage everyone in a member organisation to subscribe - please send us email addresses plus all your news for free promotion to news@socialenterprisescotland.org.uk (monthly editions, including your latest news, are produced for the media, public, MSPs, local authority officers and many more audiences).
- ***Exclusive "We're a Social Enterprise" logo*** - You get the free logo when you join as a social enterprise or start up member. We encourage members to use the logo on websites, in email signatures, on vehicles, in office windows, in advertisements and anywhere else appropriate - to promote your business and the wider social enterprise community. The logo is only for use by current and paid up members.
- ***The "Your Champion, Your Voice" programme*** - We're here to take action on any specific social enterprise-related issue you're facing with government, local authorities, public bodies or any other organisation (e.g. procurement, funding barriers, access to forums). We're your collective voice and will make interventions and take on your case wherever possible and appropriate. We're politically neutral so we can't support (but can publicise) individual campaigns. Get in contact today so we can act as an advocate on your behalf and make positive change happen.

- **Free publicity, marketing and promotion** - One of our core functions is to promote your business. We help you reach new markets, customers and audiences, regularly writing about/interviewing members in newspapers and magazines and promoting your news on our large networks on Twitter, Facebook, *Scotland's Social Enterprise Community* LinkedIn forum, *Social Enterprise Scotland TV* (your short films) and in the *Social Enterprise Weekly* and monthly versions. The **Social Enterprise Spotlight** includes a widely promoted interview, posted on our website homepage, plus extra promotional opportunities and communications advice. The **Social Enterprise Awards Scotland** is an annual opportunity to promote all social enterprises across Scotland, as well as your individual entries. You're also listed in our public website membership directory and we can promote your social enterprise on our exhibition stands at a wide variety of external events.
- **SE Jobs** - Our specialist job vacancies listing service, exclusively for social enterprise and start-up members to advertise their job, board and volunteer vacancies for free. Send us your vacancies and reach thousands of people across Scotland, posted on our website, Twitter and in every weekly and monthly bulletin.
- **Special discounts for social enterprise members** - We promote special discounts on goods and services and pro bono offers from social enterprise members, for fellow social enterprise members. We strongly encourage all new and existing members to send in any discounts or offers for fellow members, that will be posted on our website and in the *Social Enterprise Weekly*.
- **New member induction session** - We hold a special, informal induction session once a year at our AGM for all new members (and any interested current members) to meet with the staff team and Board Directors, discuss issues, get help and ask questions.
- **Networking events and making the right connections** - We facilitate exclusive mutual trading and networking events, including *Social Enterprise Exchange* branded events, The Scottish Parliament reception and Social Enterprise Awards, the AGM policy event and regular CPG national policy forum meetings. We also encourage members to join their local Social Enterprise Network (SEN), where one exists. We help you influence the decision-makers, including MSPs, local Councillors, Council officers and local media to tell them about the positive impact of your work.
- **Suggestions for additional membership benefits** - We're always keen on hearing your views about membership benefits, potential changes to our membership package and what we can do for you and for each other. The list above is not exhaustive. Our small staff team of four, plus Board members, are involved in a wide variety of forums, discussions and other ways to promote your social enterprise.

What our members can do for the social enterprise community and for Social Enterprise Scotland

- Send the weblink to sign up to the free monthly *Social Enterprise Update* to all your contacts and networks - **www.socialenterprisescotland.org.uk/subscribe** - please urge them to subscribe today. Public awareness raising and engagement is essential to boost customers and increase access to new markets.
- Please forward our contact details to any potential members - including social enterprises, charities, local authorities, private companies - anyone can join online at: **www.socialenterprisescotland.org.uk/join** - call us on 0131 243 2650 or email hello@socialenterprisescotland.org.uk
- Respond to our policy and campaigning consultations - your views and expertise are essential to inform all our work and produce a robust basis for all our policy-making.
- Let us know if you can sponsor an event, such as the annual *Social Enterprise Awards Scotland*, or a competition prize for our free, monthly *Social Enterprise Update*.
- Please regularly share our Tweets and Facebook updates on your social media, as well as our news items and events. We can also post you leaflets for your local events on request.
- Send in your special offer discounts on goods/services for fellow members - doing business with each other is how we practice mutual support and help build our social enterprise community together: **news@socialenterprisescotland.org.uk**
- Send us weblinks to your short films for free promotion and email us your inspiring images to use in our publications and on the website: **news@socialenterprisescotland.org.uk**
- Update your member profile on the website - it's essential that all organisation details are current and accurate. Some of these details form part of our social enterprise directory for the public (login to member area of the website, contact us if you've lost your login).
- Use the "We're a social enterprise" logo on your website and on all your publicity and marketing materials. Use of the logo is for current paid up members only, login to member area of the website to download - or request it by emailing: **news@socialenterprisescotland.org.uk**

**Thank you for being a valued member of Social Enterprise Scotland -
*Together we're building social enterprise.***

