**The Unite Member Get Member Scheme Is Changing**

As from 1st January 2019 we are changing the way in which the Member get Member scheme operates.

The primary intention of the scheme was to encourage ordinary members to introduce colleague’s family and friends; however it was accepted that the scheme would also be used to encourage reps to recruit in organised workplaces. In the past 12 months however, it has become clear that the scheme is predominantly being utilised by workplace reps.

This bias towards reps needs to be addressed and with effect from 1st September 2018 new rules will apply. Having looked at a number of options the Executive has concluded that the following structure will bring the scheme closer to the primary objectives of encouraging members to recruit fellow members and encouraging branch growth.

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| **Source of Introduction** | **Payment** |
| Member Recruited by a WorkplaceRepresentative/ Convenor/Branch Official | Up to £25 per member (depending on membership category), where the net membership of the branch has increased month on month. The money is paid directly into the branch bank account. The branch can of course decide how to distribute the money including potentially to those who have created the growth.  |
| Lay member | Up to £25 (depending on membership category) is paid. The reward is paid in the form of a ‘Love2Shop’ electronic code which will be emailed to the member after the qualifying period. This can be redeemed on the Love2Shop retail portal which features over 60 major retailers. If the member prefers, they can request a shopping card after they have entered the code.  |

**How is payment requested?**

Lay Members

The scheme is essentially the same as the current one. The only difference is that the Love2Shop card is replaced by an email containing an electronic code. The member therefore needs to provide an email address at outset. For paper applications the introducer’s name, membership number and email address can be written on the form.

Branch

The branch can claim a payment when there is a month on month increase in membership. This calculation will be made automatically by the membership department and the branch will be notified when the payment is made and how it has been worked out.

Duplicate payments cannot be made, so the branch will not receive a payment in respect of a member who has been recruited by a lay member and there is a payment due to the lay introducer.

However, these members will be included when calculating the size of the branch month on month.

**How is the increase or decrease in branch membership calculated?**

The branch membership will be calculated on the 1st working day of each month and if there has been an increase over the previous month, then the branch will be eligible to receive a payment. The payment will reflect new members who have completed the necessary qualification period.\* All membership categories are included in this figure.

From 1st September branch numbers will be stored at the end of each month forward, and where a claim under MGM is made by a rep, if the member has paid the correct number of months subs and the branch has net growth for the month they joined, the MGM fee will be put into the branch fund pot to be paid on the next run done by Newcastle.

So member is recruited and joins on 9th Sep on DD on 28th month, they pay 3 months

By 28th Nov, so beginning of Dec we look at branch position for Sep and if branch has positive growth, then MGM fee is put in system under branch fund.

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| \*Each month, the net membership of the branch will be calculated and where there has been an increase, the new members will be ring fenced and the payment due calculated. For example if a branch has 5 new full time members, then the payment due is £125. This will be payable after 3 months and subject to the members still being in the union – if any have left, then the payment will be adjusted. |

In order to make sure that the branch numbers do not fall, Branch Secretaries need to be actively trying to retain members by ensuring leavers are encouraged to move onto the Back to Work, Community or Retired members programmes.

A member who leaves a branch but remains a member of Unite (i.e. moves to another branch) will still be included in the original branch membership when calculating the net gain/loss.

**How is the branch payment calculated?**

Where there has been an increase in membership**,** the branch will receive a payment of up to £25 (depending on membership scale), for each new member.

All new members will be included when calculating the eligibility of the branch for a reward payment. However, as previously stated, the amount of money the branch receives will be adjusted to reflect cases where a payment is due to be made to a lay introducer and avoid duplicate payments.

**Members recruited before the cut-off date**

Payments in respect of members who were in the system before 30th June 2018 will be in the form of a Love2Shop card. The new rules will be applied to joiners after this date.

**New Scheme – Rewards and Qualification Period**

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| **Rate** | **Normal Qualification Period** | **Amount** |
| Full Time | 3 months | £25.00 |
| Part Time | 3 months | £12.50 |
| 50p per week | 6 months | £10.00 |

The table above applies to members paying by direct debit. Payment where the member is on ‘check off’ may take slightly longer as subscriptions are less predictable.

**Benefits of New Structure**

* Allows the branch to control how money is used and the scheme rewards branches that are actively recruiting and successfully retaining members
* Lower fulfilment costs Better deal for the member as they are not restricted to designated retail outlets