

Catching 'New' Gaffers

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The Solent Gaffers committee are considering our priorities for the coming year(s). Key parts of this are to improve communications beyond the current membership and to bring new members into the OGA.

One idea is to offer one year's free membership to any non-member buying a gaffer (new or old). The goal is to eliminate the need for the new boat owner to find out about the OGA and make the decision to join. We would find out about them and enrol them instead, unless they opted out.

This is a tried and tested approach in other fields. For example, I recently bought a nearly new hybrid car from a dealer. Afterwards I received an offer of a free subscription to a discount charging network that I had never previously heard of.

Potentially more important than the direct enrolments would be the excuse to engage with the marine industry (brokers, boatyards, clubs...) more systematically. We would make them aware of the scheme, discuss likely opportunities and provide them with a way of sending us details. Thus increasing their awareness of us and showing them that we are an active community. All of this would be handled at the area level.

AC agreement is requested to fund the waiving of membership fees. These should be for full memberships, that can be renewed, at full price, in the usual way. Payment details should not be requested until renewal time.

This could be run as a one year trial. It is likely that the number of subscriptions would be small, so the potential costs should also be small. Issuing 10 subscriptions in the Solent Gaffers area in the first year would be considered a success.