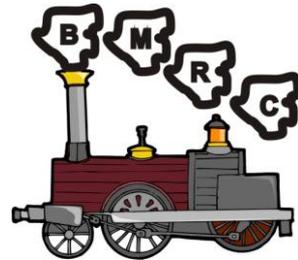


Bingham Model Railway Club
Fund Raising & Publicity



The Club has a funding shortage, and the Committee have asked me, with John Wain's help, to do what I can to raise some money. Options for resolving this include:

1. Grants
2. Public subscription via events &/or begging
3. Increased membership
4. Sponsorship
5. Raising fees

Option 5 is the least desirable. There is probably some future in Grants, but they will dry up in the long term – it is unlikely that a source can be milked twice. Getting money from the public, attracting new members and chasing Sponsorship is therefore a sensible long term approach, coupled with grants to hopefully avoid raising fees in the short term.

To increase membership, potential recruits have to know about the Club in the wide catchment area before they can be netted and harvested. This means careful use of media. The best publicity is Exhibitions in the catchment area, but this will only net a selection of recruits – we need a bigger net with smaller holes so they can't easily escape!

The extraction of cash from the public would also require adept use of the same media channels.

Accordingly, as well as trying to kick-start funding, we have also been asked to also try to raise our public profile by careful use of publicity.

This is the first 'News Letter' to keep everyone informed, and we hope that we will get lots of bright ideas and feedback from everyone – especially because if we don't get your feedback there is a danger that your fees may have to be increased!

This feedback does not need to include the fact that the two trains above, depending on the direction they are facing, are either crushing the Club to death or tearing it apart – a member of the committee has already made that point. However, the effort in creating the bmrc smoke cannot be wasted and you are stuck with it!

Current situation follows.

Graham & John
July 07

Description	Current Situation	Feedback Needed
<i>Fund Raising:</i>		
Social Wing	<p>This is an attempt to both raise funds and attract potential new members. The idea is to have a monthly social gathering with ‘entertainment’. The entertainment will vary from month to month, and will encompass Railways, Model Railway and nothing to do with railways! Apart from being an enjoyable night out, with any luck we may perhaps reach people who are potential recruits but don’t know it yet.</p> <p>We have five months planned:</p> <p>a) A talk by a member about his life with railways, including Haltwhistle, Border Counties Railway, Stockton & Darlington Railway and Doctor Beeching. Guess who!</p> <p>b) A ‘Blue Peter’ evening with Club members demonstrating various skills, some of which are easily adopted by the newbie – e.g. Superquick kits (if they still exist). Blue Peter because there will be a lot of “and here’s one I made earlier”.</p> <p>c) A general knowledge quiz, set up and delivered by a non bmrc member railway enthusiast. Hopefully, we can find a prize or two at no cost to the club.</p> <p>d) A well known Chairman of the only Model Railway Club in our area has been persuaded to show a selection of slides &/or video.</p> <p>e) ‘Drive a train’. One of the Club’s members has an N-Gauge layout which is quite complex although only 8ft x 5ft. He has also a Computer Program which can put up a timetable, automatically cancel trains if they don’t run and produce a performance figure on completion of the timetable period. Idea is to spend 20” explaining the controls to the assembled throngs, who will then draw lots to determine who ‘plays’ and in what order. Small prize to the best performer.</p> <p>Entrance will be free, but with clear advance notice that a £1 voluntary contribution to club funds will be actively sought. Club members need to pay only the £1!</p> <p>If successful, we could even organise trips to locations of railway interest to maintain the interest (thanks Mark).</p> <p>The venue is the Function Room at the Wheatsheaf, Bingham - every third Tuesday in the month at 1930 from September 18th. Sorry it has to be a Club Night but it was all they had available.</p> <p>Successful events could be repeated at other locations in the catchment area to ‘spread the word’.</p>	<p><u>Can anyone beg, borrow or stea otherwise acquire:- A laptop/projector (PowerPoint) OR An Overhead Projector (foils)? Needed September 18th.</u></p> <p>Suggestions for ‘Blue Peter’?</p> <p>Other ideas for entertainment? We need to schedule many months ahead.</p> <p>Anything else at all at all?</p>

News Letter 01 – Funding & Publicity

Description	Current Situation	Feedback Needed
Grant Applications	An application to Bingham Town Council for a grant towards Heston Sands will be submitted shortly.	Suggestions for other Grant Applications? Where, what for?
Sponsorship	This was suggested by David Page and is being followed up by the Committee. The idea is to find Sponsors who will get their details shown on our layouts in return for a suitable transfer of cash to Club funds.	Suggestions for possible sponsors?
Open Day	We will follow up in due course – not top of priority list, especially because it's hard work for everybody, albeit enjoyable and profitable.	Suggestions for venue? Should we think about running more than once in different locations in the catchment area to raise our profile?
Others	????????	Any suggestions for other funding approaches?
Publicity:		
Buttercross	Next issue is due on Graham's drive end August – we will submit suitable entry to Editor including Social Wing by end July.	
Bingham Diary, Bingham Advertiser	Will be approached re coverage of Heston Sands, Manvers Street and the Social wing in an attempt to get good coverage. No rush – next key date is first meeting of Social Wing 18 th September.	
Event advertising	Posters, Radio Nottingham, Smooth (Saga) Radio, Evening Post, National Model Railway mags. (Railway Modeller, British Railway Modelling, Model Rail), RCTS. Also, (don't laugh), audio news tapes for the visually impaired – (unlikely to join the club but could attend Social Wing & may know someone else who....)	Any other avenues for event or other advertising?
Bingham Town Guide.	We don't have an entry – we will soon!	Any other publications in our catchment area that list organisation but omit us?
Internet	Internet coverage is good, but minor revisions are in hand. Club website – watch this space.	Anything