



BEST  
PRACTICES  
GUIDE FOR  
MEMBERSHIP  
GROWTH 2024

INTERNATIONAL EXECUTIVE BOARD



*Dear IPA friends,*

*as you are aware, according to our strategy our primary goal is to significantly grow our association. This includes increasing our membership across the existing 68 IPA sections and developing targeted strategies to attract new members and ensure we retain and engage our current members.*

*I have recently wrote to all sections who have shown impressive growth over the last 5 years, by increasing their membership numbers by 200 members or more. IPA requires the nurturing and guidance of all its leaders to thrive and succeed in our mission to grow, and therefore I asked these sections to share their best practices and top tips which have helped facilitate this positive growth.*

*I hope by sharing some of these best practices and suggestions from your peers, this document will help to provide you with some new ideas that can be implemented in your section. The suggestions have been grouped by colour and include IPA external and internal relations, professional development and marketing ideas.*

*Special thanks go to the sections that have helped to produce this best practice guide and I thank you once again for your assistance in achieving our vision to inspire the IPA world by building sustainable friendships.*

*Please utilise this document to help continue your great work and we look forward to welcoming new members to IPA in the coming months.*

*Servo per Amikeco*

*Martin Hoffmann  
International President*



## BEST PRACTICES

*“ Sharing best practices within our organisation helps build for a better future in the IPA”  
~Martin Hoffmann Int President*

*IPA External Relations*

*professional development*

*IPA Internal relations*

*Marketing*

*Improving the image of the IPA at the national level through the relationship with the institutions and association's partners*

*Regular meetings with leadership of the ministry of Internal Affairs, the general inspectorate of Police forces etc*

*Continue rapport and good relations built up over the years with the Police Authorities of National forces*

*Create partnerships with organisations at a regional level*

*Present IPA to the Ministry and build solid working relationships*

*Gain access to police academies and present IPA and it's benefits*

*Share articles from previous YPOS events and Arthur Troop Scholarships to promote these activities and opportunities*

*Professional development opportunities through professional training course, circulation of Gimborn courses and webinars and promotion of YPOS for young members*

*Co-finance attendance at some of the courses and seminars available for members and sponsorship of members to attend IPA seminars at Gimborn*



## BEST PRACTICES

*Upon sign up, give the member a tangible item/gadget for promotion such as a car sticker*

*Establish relevant sponsors to help raise awareness and the promotion of IPA via their external channels . This can also aid in the costs of organising IPA events*

*Appreciation of active involvement in IPA. Honouring members with badges, medals, awarding certificates and hosting events to recognise membership anniversaries etc*

*Inviting selected members to National Congress and other events to raise further awareness of IPA*

*Recruitment of permanent staff to support all regions and to ensure the effective implementation of our strategy*

*Implement a social responsibility programme supporting local communities ( Veterans, elderly Refugees, vulnerable groups) to raise awareness of IPA*

*Host cultural and targeted events for younger members*

*Enhance services available to members and promote these. I.e The offer of IPA Houses and other affordable accommodation options for travel opportunities*

*to continue growth in IPA clubs and development of new clubs such as hiking Pistol shooting, cycling, motor cycling, rugby , chess etc*

*Stage National Sporting Competitions*

*Give generous Travel and activity grants for regions to organise group events*



## BEST PRACTICES

*The adoption of an IPA App and new website to communicate with the members*

*Ensure positive management and analysis of resources and funds accordingly, allowing the further promotion of IPA within your section*

*The hosting of National Tours which attracts big numbers who wish to partake in parades and national day events*

*Hand out free membership cards to new cadets at police academies. When they start working in the Police they can choose to continue with paid membership*

*Cover expenses for transportation and gifts for activities involving groups over 8 IPA members. This aids the organisation of more regional activities*

*Allow members easy access to the national board to discuss matters, make suggestions and share ideas*

*Continued involvement in exchange programs with other sections allowing for international contact*

*Implement a mentor programme to help support and enhance the skills of YPO. This will help to raise their profile and communicate the benefits of being a member of IPA with peers*

*Establish different commissions and working groups in different areas to involve more members and young members*

*Establish a special commission for retired police officers/ ipa members. Host special events to encourage retention of older members*

*Encourage participation in YPOS events and identify young members to work within the regions to act as mentors and ambassadors aswell as increase their own profile*



## BEST PRACTICES

*Encourage recruitment of young board members onto the National committees*

*Create events targeted at women police officers and encourage professional development opportunities*

*organise Social events for the promotion of IPA. More friendship events where members are encouraged to bring along a friend to introduce them to IPA*

*Focus on sport to attract new members and encourage participation of members in international and national sporting events*

*Ensure relevant platforms and distribution lists are implemented to enable the circulation of email marketing and messaging to all members where permissions apply*

*Close relationships with regions & branches, to ensure information is cascaded and to share best practice and new ideas. Ensure communication does not just sit with the national board*

*Share IPA events and information on notice boards in Police stations*

*Promotional campaigns including leaflets and small merchandise - e.g magnets to attach to filing cabinets at Police units*

*and always remember our motto*

**'Servo per Amikeco' - Service Through Friendship'**