



Dementia Action Alliance Membership Package

The **Dementia Action Alliance (DAA)** continues to be the alliance of national organisations across England who connect, share best practice and take action on dementia. Everything we do is in partnership, and informed by people living with dementia, and those that care for them. As an alliance, we simply would not exist without our members.

As announced at the 2017 DAA annual conference, the DAA has been receiving fewer member contributions. Due to financial constraints, the DAA Steering Group has made the difficult but necessary decision to put into place an annual membership fee from 1st April 2018, which will be based on member organisation turnover. The grouping of fees is as follows:

Category 1: Turnover up to £1 million = £250

Category 2: Turnover between £1 million - £2.5 million = £500

Category 3: Turnover between £2.5 million - £5 million = £1000

Category 4: Turnover of over £5 million = over £2000, exact amount decided on a case by case basis

The membership fee will be calculated on the basis of company turnover. At the discretion of the Steering Group, fees can be waived or reduced for members that demonstrate need and make a request in writing.

By becoming part of the alliance, you will receive the following fantastic **benefits**:

I. On your behalf the DAA affects and influences national policy and debate on dementia

- The DAA **influences government** and policy reports on behalf of its members;
- The DAA works to ensure that dementia stays high up on the government's priorities, so that **outcomes** for those living with dementia are **improved**;
- The DAA works to **lobby senior decision-makers**, on the issues that members feel strongly about and work to keep dementia a national priority by supporting member advocacy work
- DAA members have the **opportunity to network** with hundreds of other like-minded organisations and benefit from cross-sector expertise on dementia;
- Members can **influence DAA campaigns** and be able to showcase your work through this;

- The opportunity to be **part of** the DAA Annual Conference **Working Group** to decide the agenda for the DAA's showcase event;
- The **right to vote** in steering group elections;
- Opportunity to **suggest roundtable topics** and attend them.

2. Support for members to improve the lives of those affected by dementia

- **Promote your organisation's work** through interviews and podcasts;
- **Advertise** jobs on the DAA Twitter account and newsletter;
- **Member of the month**: feature on the DAA website, social media and in our newsletter;
- Introductions to **user involvement groups** to test any upcoming work or policies;
- **Disseminate** research findings and broadcast achievements through the website, newsletter, social media and events
- Regular news stories showcasing **best practice and innovation** on the DAA website.
- Receive a **dedicated member's page** on the DAA website where you can log in and submit news stories and events
- Receive **advice and support** on how to apply dementia related policies

3. Regular bulletins on the dementia sector to help keep you up to date

- Receive our **monthly newsletters**;
- Book **priority places** for all webinars;
- Priority booking for all **DAA events**;
- Invitation to the DAA **Annual Conference**
- Receive our **new regular policy briefing** to stay up to date with what's going on in areas that affects people living with dementia.



What we want from alliance members

- Taking action by fulfilling their member action plans
- Money/ support in kind.
- To promote the work of the DAA to its networks
- To be active members e.g. attend meetings, participate in roundtables, webinars etc.
- To share their knowledge/expertise with the DAA and its members.
- The onus is on the members to drive the work of the DAA forward, with the Secretariat providing assistance.