

LAA Unbeatable Membership Offer – Q&As

Q: What is the offer?

A: The offer is open to anyone who attends LAA Clubs and who is not currently or has not been an LAA member during the period 1 March 2009 to 31 May 2012. They are being offered a one off opportunity to become a full LAA member for £20. The offer does not apply to the Full Plus membership.

Q: How long is the offer open?

A: The offer will apply to all qualifying applications received By LAA HQ by 1 June 2012.

Q: Why are we making this offer? Won't existing members feel at a disadvantage?

A: The Membership Services & Marketing Committee is looking at a range of initiatives to promote LAA and increase membership. From the annual Club returns we have estimated that there are some 500 or so individuals regularly attending Clubs events who are not LAA members. This initiative is specifically aimed at encouraging this group of individuals to join LAA and receive the full benefits of membership of the Association. From time to time the LAA like many other organisations runs initiatives and promotions to increase membership which includes discounted membership, indeed you may already have Club members who joined the Association as a result of discounted membership fees at events like the annual Rally or Aero Expo. As individuals who already demonstrate an interest in light aviation by their attendance at your Club events we want to encourage them to become full members of the Association.

Q: Why the requirement of not being an LAA member for 3 years

A: Unfortunately our records show that a small minority of members do allow their membership to lapse then re-join at discounted rates. We want to avoid the opportunity for this to be seen as a back door way to renew membership at a significant discount. This is a genuine 'one off' opportunity targeted at a group of individuals to encourage them to join (or re-join) LAA and to receive the full benefit of being a Full member.

Q: We don't have access to current membership lists. How do we know whether an individual meets the qualifying criteria?

A: We acknowledge that the current membership database does not readily allow records of all Club membership data to be accessed. We do however believe that Club officials will have a good idea of those Clubs members who potentially fall within the qualifying criteria. We suggest that they can be individually approached or general announcements and invitations to apply be made in Club newsletters and at meetings. Upon receipt of an application applicant details will be checked against the membership data base and non-qualifying applications rejected. (Alternatively an individual enquiry can be made to HQ to establish whether a potential applicant qualifies).

Q: What do I do now?

A: We would ask you to promote the scheme to your Club members through the Club newsletter, announcements at Club meetings and by speaking directly with potential qualifying Club members. A letter inviting potential qualifying Club members to take advantage of the opportunity and outlining the benefits of full membership is enclosed with this information pack.

Q: What if I have other questions?

A: In the first instance contact Penny Sharpe at LAA HQ at Turweston who will seek to provide an answer failing which she will arrange for a member of the MS&M sub-committee to contact you directly and provide an answer.