



TTF Advisory Group, Meeting Notes

22d October 2020; 4:00pm to 5:30pm via Zoom

PARTICIPANTS

- John Howard (Chair)
- Sue Lewis
- Steve Kenzie
- JB Beckett
- Andy Agathangelou

Profiles of Advisory Group members are [here](#).

Record of Actions Agreed:

DISCUSSION ON FUNDRAISING

1. Andy to liaise with Greg LeRoy at Violation Tracker, who has agreed to give guidance on fundraising
2. Andy to continue to develop a Crowdfunding initiative
3. Andy to raise awareness that TTF is becoming a Social Enterprise; it will help to demonstrate TTF's authenticity and credibility
4. Andy to research potential fundraising professionals; could any work on a percentage basis?
5. Andy to research organisations that donate to similar campaign groups
6. Andy to seek to find a way to get support from sponsors without the risk of being unduly influenced by them
7. John to talk to his fundraiser contact who works for a charity

DISCUSSION ON TTF'S STRATEGIC PLANNING

8. Andy to continue to develop his long-term strategic planning:

- 4th December 2028 (Age 65) is the “end game date”
- 10,000 members
- £1,000,000 Gross Revenue per annum
- 100% Influence and impact target
 - Andy to not over-engineer this
 - Keep an impact log
 - Relay the narrative of what TTF is doing
- Succession planning to enable TTF to continue beyond the “end game date”

9. Andy to develop an Annual Report, as required by Social Enterprise UK through which TTF has become a Certified Social Enterprise

- Relay the narrative of what TTF is doing and the impact it is having
- Create a timeline of anything noteworthy
- Emphasise what makes TTF different – representing consumers not parts of the sector

DISCUSSION ON SUBSCRIPTION MEMBERSHIP MODEL

10. Andy to think about how to articulate the value proposition; people will want to know “What do I get for my money?”

11. Andy to explore obtaining CPD Accreditation for TTF

12. Andy to look to understand: Why do people engage with and support TTF? Why do they like being part of TTF? What do they value?

13. Andy to be mindful that there are very different perspectives for employees of industry firms compared to independents when it comes to paying subscriptions

14. Andy to think of running 1 event/year that’s completely free; World Values Day could be a good choice

15. Andy to try to encourage members to pay annually up-front, to help cash-flow

16. John to try to connect Andy with Chris Kenny

DISCUSSION ON TTF INTERNATIONAL

17. Andy to focus on Anglo Saxon countries; likely to get best traction with them

DISCUSSION ABOUT PENSION SCAMS INQUIRY, PENSION SCAMS APPG & PERSONAL BANKING AND FAIRER FINANCIAL SERVICES APPG

18. Andy to continue to treat these as high value TTF initiatives

DISCUSSION ON NEXT YEAR'S MEETINGS

19. Andy to sort meeting dates for next year; Wednesdays 6:00pm to 7:30pm, on Zoom

Dates proposed:

- Wednesday, January 13th, 6:00pm to 7:30pm, on Zoom
- Wednesday, April 28th, 6:00pm to 7:30pm, on Zoom
- Wednesday, July 7th, 6:00pm to 7:30pm, on Zoom
- Wednesday, October 6th, 6:00pm to 7:30pm, on Zoom

End.