

**ROLE OF BOARDS IN MEMBER MOBILISATION
BY MR.DAVID MATEGWA, ICUDE
NATIONAL CHAIRMAN
KENYA POLICE SACCO AT THE SACCA
CONGRESS HELD IN MALAWI ON 24TH OCTOBER
2017**

BRIEF ABOUT KENYA POLICE SACCO

- ✓ Registered in 1972. Initial Membership was 690. Current membership 62,000.
- ✓ The Society is regulated by SASRA
- ✓ 9 Board members and 3 members of the Supervisory Committee
- ✓ 110 Members of Staff
- ✓ 5 Branches outside the HQs in Nairobi

BRIEF ABOUT KENYA POLICE SACCO

Vision

A SACCO that empowers members for improved quality of life.

Mission

We exist to facilitate the mobilization of savings and provision of cost effective financial and non-financial products and services to our members and customers in Kenya and beyond.

Motto

United for Prosperity

BRIEF ABOUT KENYA POLICE SACCO

STATISTICS AS AT 30.09.2017

- Membership -Over 62,000
- Assets -Ksh.23 Billion
- Loan Book -Ksh.18.5 Billion
- Deposits -Ksh.15.8 Billion
- Core Capital -Ksh.4.3 Billion
- Revenue 2016 -Ksh.3.27 Billion
- Revenue target for 2017 -Ksh.3.9 Billion

BRIEF ABOUT KENYA POLICE SACCO

- ✓ Nairobi - Nairobi & Environs
- ✓ Eldoret - Rift Region
- ✓ Mombasa - Coast Region.
- ✓ Kisii - Covering South Nyanza
- ✓ Nyeri - Covering Central & Kpc
- ✓ Meru - Covering Eastern & Environs
- ✓ VIRTUAL PLATFORM IS OUR 7TH BRANCH

SOCIETY'S HQ



SOCIETY'S HQ



BRIEF ABOUT KENYA POLICE SACCO

Major Milestones

- Presidential Launch of the KPS Plaza in Dec 2016
- Achieved ISO CERTIFICATION; ISO 9001:2008-QMS
- Introduction of Mobile Loans
- Virtual member Registration
- 6 FOSA Branches across the country
- Global Credit Rating of BB+
- Best Managed Sacco-National Ushirika Day 2017

BRIEF ABOUT KENYA POLICE SACCO

National Ushirika Day Celebration Awards

- During this year's International Day of Cooperatives, Kenya Police Sacco was awarded the following at the National Cooperatives Day held in Nairobi.
- 1st Position Best Managed SACCO
- 2nd Position Best in Credit Management
- 3rd Position Most Efficient SACCO
- 3rd Position Best in Risk Management

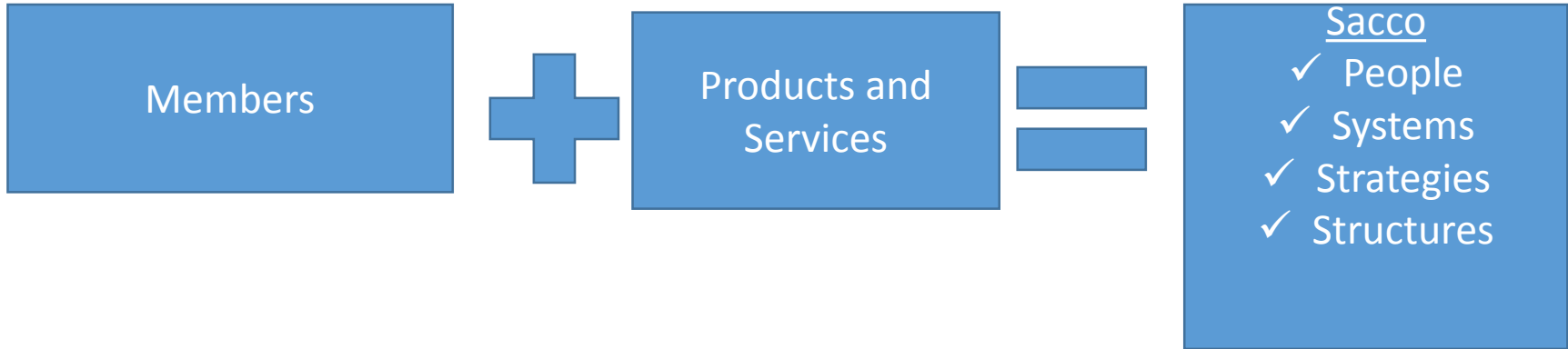
MEMBER MOBILISATION

The objective of every Sacco should be that of growing the membership. This should be done through attracting new members and retaining the existing ones.

Saccos should ever remain committed to being a dynamic, progressive and sustainable to ensure growth of the society by providing the members with superior products and services.

Members are key drivers of growth in the society and every effort should be undertaken to grow the membership.

DRIVERS OF BUSINESS GROWTH



Members:

✓ How has the SACCO Member changed?

- Age/demography
- Gender
- Preferences
- Competition

Products and services

Are our products:

- Responsive?
- Appropriate ?
- Diversified?

Sacco

Has the Sacco prepared/ready for change?

- Decision support system: Planning, Performance and review.
- Product and service delivery channels
- Human resources
- Technology

STRATEGIES FOR MEMBER MOBILISATION

The continued growth and development of Saccos shall be guided on the extent to which Board of Directors address the following:

- ✓ Member mobilisation should be a strategic direction and should be a key component of the SACCO's strategic plan.
- ✓ Putting in place effective policies that foster growth of membership base.
- ✓ Enhancing and expanding common bonds to allow a wider member catchment area.
- ✓ Understanding, promoting, attracting and retaining active memberships.
- ✓ Providing diversified and cost-effective SACCO products and services that meet member needs, wants, and expectations.
- ✓ Maintaining a SACCO governance and management structures that upholds the vision with integrity and strategic leadership practices and also abiding by the cooperatives principles for growth and sustainability.

STRATEGIES FOR MEMBER MOBILISATION

- ✓ Positioning the society as a viable SACCO of choice for both current and potential members.
- ✓ Ensuring that the needs, wants, and expectations of members are clearly understood and addressed appropriately. Member perception survey should be done.
- ✓ Ensure that members are provided with relevant, accurate, and timely information about the SACCO, its products and services
- ✓ Understanding and promoting community development needs and aspirations through CSR activities
- ✓ Putting in place effective communication channels with members.
- ✓ Ensuring proper financial management and enhancing capital levels.

STRATEGIES FOR MEMBER MOBILISATION

- ✓ Undertaking membership awareness and education on SACCO range of products and services offered
- ✓ Establishing Strategic Partnerships and Collaboration with the parent company, communities, industries and other relevant stakeholders
- ✓ Leveraging on ICT as a key driver of business. Online member registration should be encouraged.
- ✓ Employing and motivating a competent and professional human capital to ensure quality service delivery to the members.
- ✓ Ensuring attractive returns to the membership
- ✓ Strict adherence and compliance to the legal framework

THANK YOU”