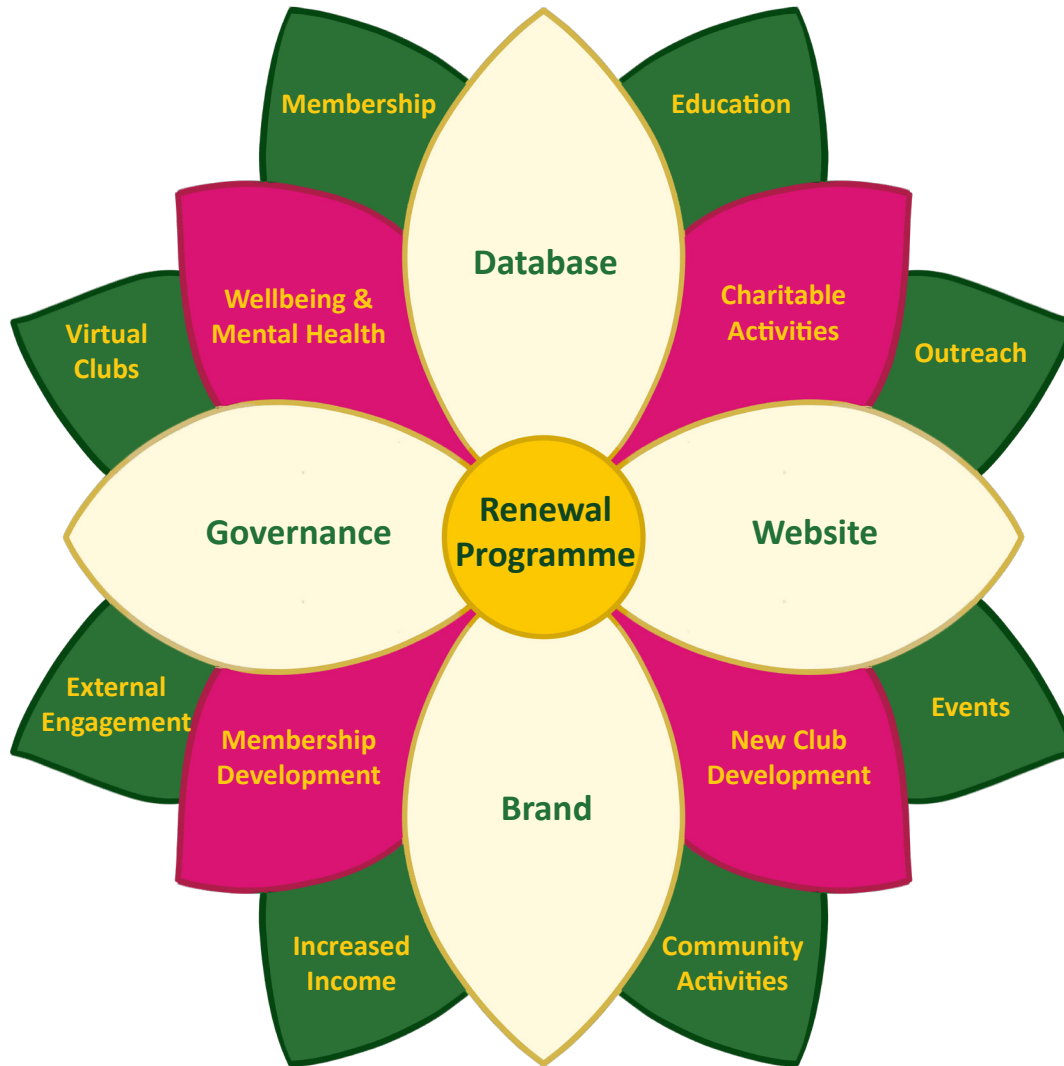


Through this four-part integrated Renewal Programme, we will position NAFAS to grow its presence and positive impact in society, including growth in membership.

Renewal that will enable us to be flexible and nimble in responding to the challenges and opportunities ahead, both now and in the future.



RENEWAL PROGRAMME

Now is the time of renewal for NAFAS
... and it is overdue

There is such **huge untapped potential** for
Flower Arranging



NAFAS TODAY

A club in nearly every part of the UK.

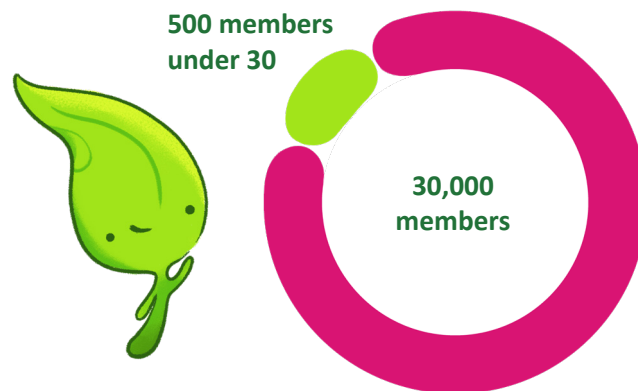


An ageing profile of members, but one actively providing opportunities for flower arrangement, friendship, and fun.

EXAMPLES OF TANGIBLE RENEWAL BENEFITS

UNDER 30s

We think we know we have members under thirty years old scattered across the 700 clubs (this number is a guess).



NEW MEMBERS

Again, we think we have new members across the 700 clubs, but we do not really know (again, this number is a guess).



CHURCH FLOWERS

We think many members are also flower arrangers in places of worship, but we do not know this.



Why is this important to know?

For these three examples and many more, understanding why they are NAFAS members and their hopes can help NAFAS better support them and attract new people to join us.

We may also be able to offer event discounts and work with religious institutions to provide more support and resources if we know that we have thousands of NAFAS members within their organisation.