



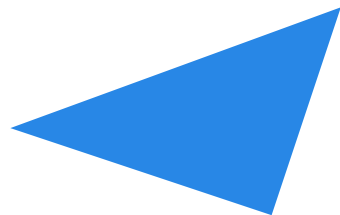
London Region of U3As

Thanks for your Sample Newsletters

Communicators Peer Group Launch Meeting

Your u3a Newsletter

Rodney Fox, London Region PR Advisor
Hillingdon u3a PR & Communications Coordinator



NEWSLETTER

- Some u3as call it a Newsletter
- Some u3as call it a Bulletin
- Some u3as call it a Magazine
- Some call it





CONTENTS

Thank you for all your contributions!

- P2 Chairman's Message
- P3 Editor / Contents
- P4 Bu3a Executive Committee / New u3a logos
- P5-8 Bu3a Monthly Meeting reports Sept / Oct / Nov
- P9 Motorbikes
- P10 Wedding Bells: June and Dave Parton
- P11 Covid Chronicles – The online delivery
- P12 Recollections from the Farm / Occasions
- P13 KIT (Keeping in Touch) – Childhood memories
- P14-15 Christmas Past
- P16 Quizmasters
- P17 The Editor Bullied Me
- P18 Thursday Challenging Walks
- P19 The Alan Swann Advice Column / The Old Blowers
- P20-21 Covid-19 – Totally Brassed-Off
- P22 The High Street Project
- P23 School through lockdown
- P24-25 A Memorable Christmas
- P25 Rice Krispies Festive Pie / Everycraft
- P26 French Lang. & Culture / The Kaleidoscope that is u3a
- P27 To try to make you laugh
- P28-29 From a scrap of paper to an A4 folder / An appeal
- P30-31 Calendar: Zoom Groups and Outdoor Groups
- P32 My lockdown family tree research
- P33 The Stringalongs

Foot Care
Podiatry & Chiropody

Home Visits for all foot and nail care by a qualified podiatrist. Pain in your feet should not be ignored, call or E-mail to book a home visit.

hpcp registered
www.hpcp-uk.org

Nail Care
Verrucas and Warts
Bunions
Calluses
Corns
Hard Skin
& More

Contact Tracey on:
07882 080498
0 1 2 2 6 7 0 1 5 6 0
traceyanngraney1973@live.co.uk
www.tagfootcare.co.uk

Barnsley U3A Members

Private group · 337 members

Barnsley & District

u3a learn,
laugh,
live

OUR / YOUR NEWSLETTER



The single means of communication that will reach all of your u3a membership, either by electronic or paper methods



TO ACHIEVE WHAT?

Communicating with your members.....

- ✓ Regular
- ✓ Informing
- ✓ Interesting
- ✓ Entertaining
- ✓ Uplifting
- ✓ Requesting feedback / assistance
- ✓ Building a sense of inclusivity / community

LOOKING AT u3a NEWSLETTERS

HILLINGDON u3a:

- 20 years old - about 900 members
- Traditional Newsletter - principally text
- Not really changed in x years
- More “top down” than “bottom up”
- Information more than entertainment
- Microsoft Word to local printer or Mailchimp
- Plan to change initiated in 3Q20, but still in development



NEWSLETTERS FROM OTHER u3as



-
- **“I gave a link to a Newsletter from another u3a to Committee members, members of the IT team and the Newsletter / Bulletin Editors and subsequently asked them for their feelings about the particular Newsletter they reviewed”.**
 - **Their quotes back to me:**
 - **“I think layout is important as you want something that is inviting to read. Many of the samples have such a wall of text, some with no paragraphs, and they look like heavy going”.**

There were all sorts of notices, about

- **Forth-coming speakers**
- **Contacts**
- **Notices of events including non-u3a ones but which might interest**
- **Members' requests for bottle tops/stamps etc. in boxes arranged on the page**

NEWSLETTERS FROM OTHER u3as



- **Whenever a group is mentioned, which is often, there is a picture of the group leader or the member who has written something to do with the group**
- **The picture is in colour -- it must be very costly to produce**
- **Very modern and more like a magazine**
- **Very informative on visits the group had been to**
- **I liked the seasonal names - this was the Winter edition**

NEWSLETTERS FROM OTHER u3as



- Many items and stories from group members
- There is a cookery corner
- There are a few jokes scattered about and a quiz
- The Newsletter contains adverts for all kinds of things
- I liked the short list of contents at the beginning
- It was newsy and a good read rather than a diary or info sheet
- The quiz was interesting

NEWSLETTERS FROM OTHER u3as



- I liked the front page of the Newsletter
- I also liked the pictures inside which were also in colour
- I liked the “Free to a Good Home” section
- Their larger u3a logo and the picture on the front page - immediately made the newsletter a bit more interesting to look at
- Colour with graphics and photo images - however it will use more ink for home printing

NEWSLETTERS FROM OTHER u3as



- **It would seem that the group leaders do provide some good content for their newsletter. A challenge for us!!**
- **They like each article to have its own border so it gives a very 'boxy' feel but this also has a very organised look and feel - Something that perhaps our community may like.**
- **They also provide a write-up summarising the content of their monthly speaker presentation**
- **An article about a committee member was interesting**

NEWSLETTERS FROM OTHER u3as



- I liked the idea of a member from the creative writing group having a piece of work published in the newsletter, this is much more interesting than photos of folk sitting around
- I like the idea of a Contents Index on the first page, as it allows you to quickly see what's in the Newsletter and to jump to the sections you are really interested in

NEWSLETTERS : FOOD FOR THOUGHT



- Audience
- Frequency
- Look and Feel
- Newsletter “Team”
- Information sources
- Paper Copies

AUDIENCE?



- **Yes, members!**
- **What about prospective members?**
- **Can be a strong sales tool to attract new members**
- **Would need visibility via your website and social media**
- **Remember Permissions, Copyright and GDPR**

NEWSLETTER FREQUENCY?

- **Once a month?**
- **Once a quarter?**
- **Once a quarter with Bulletins in the intervening months?**
- **What is right for “normal times”?**
- **What is right at the moment?**

LOOK AND FEEL?

- Like a traditional Newsletter?
- Like a Magazine?
- Background colours?
- Some or lots of pictures / images?
- Font choices, etc?



NEWSLETTER DEVELOPMENT

- **Who “owns” the Newsletter?**
- **Who is responsible for gathering input from the various sources?**
- **Who gathers the photographs and images you plan to include?**
- **Who decides what goes in the next edition?**
- **Who pulls together the content into a publishable document?**

Chepstow u3a Magazine Team



- **Editor:** Nicky Lee
- **Desk Top Publishing:** Chris Whiteman
- **Reporters:** Shelagh Davies, Liz Lewis, Vivien Marles, Martin Somerville, Nerys Wilson
- **Photography:** Terry Walters, Sushil Nair, Colin Harris
- **Proofing:** Derek Shottin, Kay & Brian Mahony, Ingrid Arntzen, Irene Hullah, Rachel Stott, Sandra Gregory, Shelagh Davies, Wilf Summerbell, Richard Johnston

CONTENT FROM.....



- **Chairman / Committee members**
- **Members**
- **Group Leaders**
- **Social Committee / Visits Team**
- **IT Team**
- **u3a Network / u3a Region / u3a National office / TAT**
- **Local relevant non-u3a news**

PAPER PRINTED COPY

- **Many members want paper Newsletters**
- **u3as will need to produce both electronic and printed copies of Newsletters for the foreseeable future**
- **The production and delivery of paper Newsletters is costly**
- **Does that cause you to compromise on content / use of colour, number of pages?**

WHY I PREFER A PRINTED COPY

- “Read at my leisure, go back to later and refer to”
- “Eyesight difficulties using computer screens”
- “Don’t have / use a computer / printer”
- “Easier to refer to / easier to read”
- “Relaxing to hold and read, handy and visually more appealing”

WHY I PREFER A PRINTED COPY

- “Don’t like reading from a computer”
- “I like to write on my Newsletter copy”
- “Easier to refer to for events”
- “Read bits in any order”
- “Having the Newsletter in hand, especially for application forms for event, visits”

PAPER PRINTED COPY

- **Do you bear paper Newsletter printing and distribution costs out of your central funds?**
- **Do you pass that cost on specifically to the members who want paper Newsletters?**
- **Do you offset some of these costs by accepting advertising in the Newsletter?**
- **Have you explored alternative Newsletter Distribution approaches?**



London Region of U3As

Please send us a Sample Newsletter

Communicators Peer Group Launch Meeting

**Your u3a Newsletter
Your Thoughts?**

