



London Region of U3As

Hello u3a colleagues,

PR, Publicity and Outreach

Season's Greetings with this the fifth of a series of regular mailings aimed to help our u3as explore ways to progress in image building and recruitment. With a role of PR/Publicity/Media Adviser for the u3a London Region, it is my intention to send out a regular mailing to those with a role related to PR and Publicity, and also the Chair of each u3a. I will provide information on national PR and publicity initiatives, interesting examples of Outreach activities, etc. I would like to include examples of **your** activities that may be of interest to your fellow London Region u3as. **This only works if your u3a participates!**

Please note that earlier editions of these PR Mailings are now available on our London Region Website. You can find them at:

<https://u3asites.org.uk/london-region/page/110690>

U3a 40th Anniversary

In 2022, u3a will celebrate its 40th anniversary and a number of national events are planned throughout the year. Don't forget to blend these in your own u3a activities for image building during the year.

U3a Day 2022

In 2022, u3a Day is proposed to take place on 21st September, but individual u3as can select to celebrate u3a on a day between 18th and 26th September according to their own circumstances.

Now you know. Now you can factor u3a Day / Week into your 2022 plans!

Nice Seasonal input from Croydon u3a

Congratulations to the Croydon team for getting an excellent seasonal article into the East Croydon Community Organisation, it nicely ties a Christmas theme with membership of Croydon u3a.

CROYDON U3A – THE GIFT THAT GOES ON GIVING

Nov 22, 2021 · by eastcroydon · in Business, Environment & Recycling ·



See the full article here:

<https://eastcroydon.org.uk/2021/11/22/croydon-u3a-the-gift-that-goes-on-giving/>

Evening and weekend Meetings?

Some u3as are considering having meetings in the evenings, or at the weekend. This will likely increase their attractiveness to more potential members, perhaps younger members. Worth considering?

Giving it your Best Shot!

After all the effort you put into marketing and publicity -- posters, brochures, flyers, articles in the press, Facebook and Twitter coverage, etc – the big event day arrives. Your volunteers are on the stand, the potential members start to call by! And then disaster! A well-meaning but inexperienced volunteer says the wrong things to the potential members, and the opportunities are lost! It is important that you prepare your stand personnel to maximise each opportunity presented to acquire new members.

Enclosed with this document you will find **an advice sheet** for you to review and discuss with your stand volunteers to stop that happening. Note that it will need some minor customisation to fit the details to reflect your u3a.

Some interesting comments about running a u3a stand from Chris Farnes and Ruth Peattie from **Waltham Forest u3a**, which ran a joint event with Redbridge u3a in November.

“There were plenty of volunteers, we had two+ people every hour which meant that there was plenty of time for coffee and "loo" breaks.

We engaged with some Community Police officers who took leaflets to take back to their office noticeboards and also learnt about some other venues and groups that we could contact in the future.

In addition, we met three people who lived outside the borough so were able to direct them to their local u3a's.

Following the show we felt that we could make some improvements in future. Have a designated person to take photos all day as although we took some as we set up then we were too busy chatting away to remember to do so later on.

It would be useful to have a designated person to take down people's contact details if they wished to leave them and without being too dictatorial, to designate certain people to certain jobs i.e. to keep the table looking neat and tidy. We need to remember to place our noticeboard in a more prominent position and not to keep standing in front of the table and blocking the banners and signs! We have joined some mailing lists for information re: local festivals and will aim to attend a couple next year, in the Spring and Summer.”

Does any u3a have an active Social Prescribing initiative?

Social Prescribing was included as part of the Outreach presentation given to the (Communicators, now) Public Relations Peer Group in April 2021 (here is the link <https://u3asites.org.uk/files/l/london-region/docs/londonregioncommunicators3rdmeeting.pdf>)

I have had several failed attempts to get some Social Prescribing activity going in my home u3a in Hillingdon, apparently without success. Hence, imagine my surprise when I received the following email:

“My name is X and I am a Social Prescriber Link Worker.

I would like to know more information on membership and how the structure of your organisation works. The reason being, we have patients that are lonely and would like to meet new people or would like to learn a new language etc.

In order for me to advise them on your service, i would like to have a bit of back ground knowledge...

I look forward to hearing from you”

I will advise how this contact develops in the next Mailing!

Do any of your u3as have current activities with Social Prescribing? I would love to know if you have.

Unique Sales Proposition

In the fourth edition we laid out a possible USP for our u3as in the current environment. We have had several responses for change / improvement, and the current preferred wording is:

X u3a is a VOLUNTEER LED organisation for people who are NO LONGER WORKING FULL TIME. We offer the chance to pursue a DIVERSE range of activities at VERY LITTLE COST in a SOCIAL ENVIRONMENT. We favour FACE TO FACE meetings, but also use a range of ON-LINE SOLUTIONS to help us share our interests and keep us involved and in touch with each other.

What do you think of this? Do let me know!

That’s all for now. I hope something within the content of this mailing gives you some pause for thought. Let me know if I can help you!

Very best regards

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