



Retention and Recruitment of u3a members

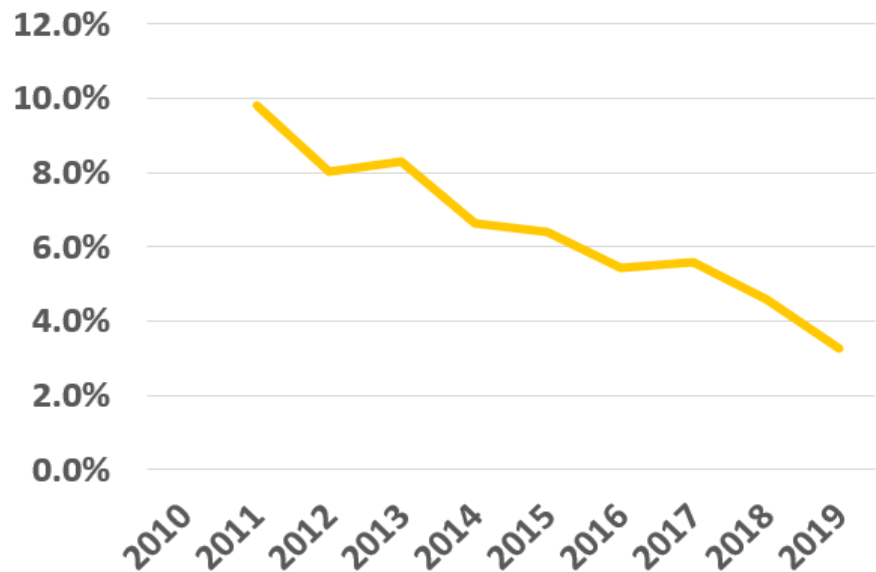
March 2021

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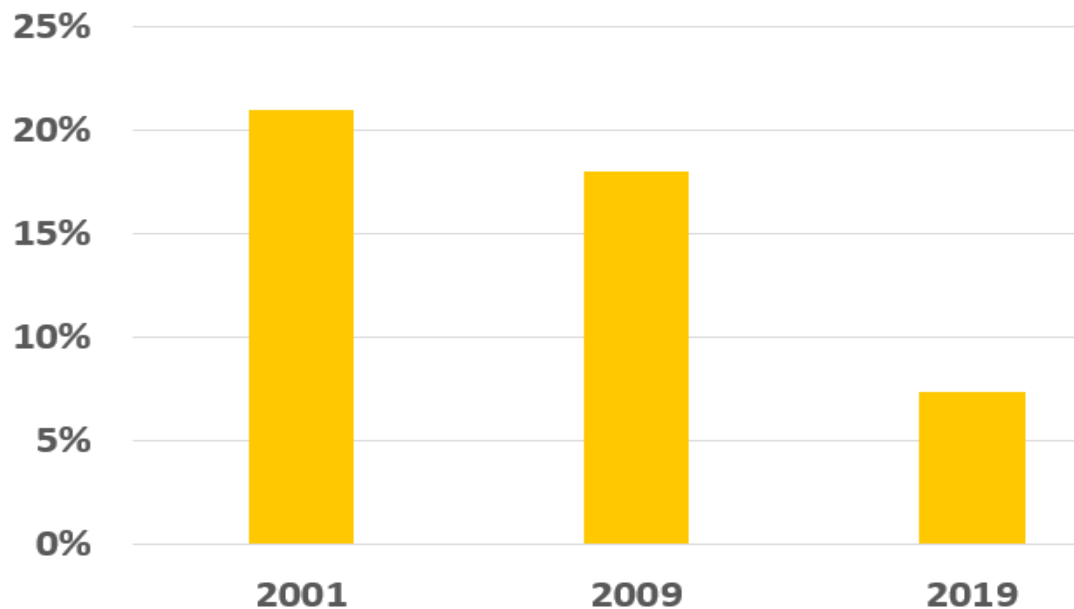
1. What's the problem?
2. The u3a Retention and Recruitment Toolkit available to all u3as via the website
3. Q&A Discussion



National Membership Growth Rate



% u3a members under age 65



Problems?

The u3a movement is currently experiencing retention and recruitment problems:

1. In the long term, we are recruiting fewer new members and fewer newly retired people
2. Presently many members are not renewing their subscription because of Covid
3. Outside of our membership, not many people know about us

- Is there is a risk of being not attractive to new (& younger) members?
- Have threats from competitors grown?
- Do we need to do things in new ways now?
- What tools do we have to stop the fall in membership?

A national Third Age Trust initiative has been developed “the u3a Retention and Recruitment Toolkit” to help all u3as



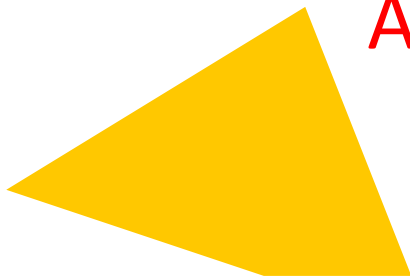
It's all easy to access on the website:
<https://sources.u3a.org.uk/>

What's in this toolkit and how can it help your u3a?

The Retention and Recruitment Toolkit contains advice on the following:

- Retaining current members
- Developing your team
- Planning your relaunch/recruitment
- Your interest groups
- Using social media effectively
- Recruiting, relaunching and promoting
- Promotional materials
- Welcoming new members

AND MUCH, MUCH MORE !



The Toolkit has been compiled by volunteers, for volunteers, to give u3as some suggestions and encouragement as to how they can plan their way forward.

The points included are many and various and are not intended as a 'must do' list, they are an assortment of possibilities – hopefully there will be something there for everyone, if not then they may lead to other scenarios for your u3a.

Pick what works for your u3a.

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Strategies which your committee may want to consider implementing:

- Set up a sub-committee whilst not losing the support of the committee as a whole
- Decide who to target, dependent on your locality, etc
- Develop your website
- Look at communications within the local community
- Look at potential partners within the community with whom you can work on a mutually beneficial basis
- Be prepared to introduce and promote new interest groups, both online and face to face
- Consider using social media, ie Facebook in its many forms
- Ascertain if any help is available from your local council and enlist the help of councillors and the Mayor at local events

The toolkit can help in all these areas.



How about a shared recruitment project within your u3a enlisting the help of your members?



- Develop a shared campaign to include your members; the objective being to share the load, encourage members to support and participate and to use their collective knowledge and experience of their own u3a
- Make sure you are ready to recruit
- Set up a sub-committee
- Create small teams to concentrate on specific areas, ie your website, pop-up displays, posters, local media, online meetings for prospective members
- Ask group leaders to promote their groups locally

The toolkit contains Powerpoint presentations on :

- **Planning your u3a recruitment project**
- **What a recruitment project could look like**

Promotional Materials

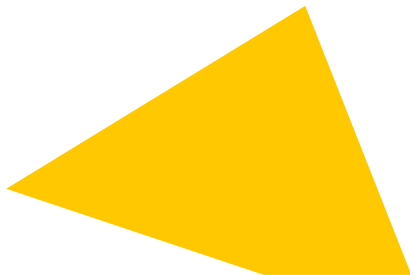
- Model emails and letters for promotion and recruitment – included in the Toolkit
- Don't forget – your PR Adviser is there to advise you on promotional materials. Ask your Regional Trustee for contact details
- Brand Centre materials – look on the website for 'Brand Centre' – your secretary (or registered user) will be able to set up a login for your u3a



The Toolkit includes 'Swap Shops' to assist on:

- Sharing ideas to RETAIN current u3a members
- Sharing ideas to RECRUIT new u3a members

A two-way initiative to share. Post your own ideas and suggestions and catch up with other initiatives.

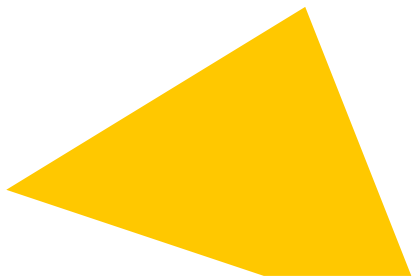


The Tool Kit contains model Emails and Letters

- **Sample emails and letters are available which may be of interest to your u3a**
- **Adapt these in any way you wish to fit in with your strategy and circumstances**

The Toolkit contains advice on ‘How to transform your website’:

- **Consider reviewing your website to make it more vibrant and inviting**
- **Can you make it more appealing to potential younger members?**
- **Your regional PR Adviser may have some suggestions for you**



The Toolkit contains advice on ‘Make social media work for your u3a’:

- If you have not yet tackled the issue of social media for your communications – consider it carefully
- Facebook seems to be the most popular with u3as, both groups and pages
- Facebook paid adverts – worth looking at, not expensive and can be targeted
- Twitter can be useful
- Eventbrite markets your events at no cost if the event is free



NEXT STEPS: OVER TO YOU AND YOUR MEMBERS

But Remember:

- HELP IS AVAILABLE FROM YOUR NETWORK, TRUSTEE AND THE TRUST – JUST ASK

AND CHECK THE TOOLKIT FOR IDEAS AT: <https://sources.u3a.org.uk/>

- Also if you want to provide comment on any of the Toolkit please email us at: feedback@u3a.org.uk.
- If you want to view a previous presentation of this material you can view it here: <https://www.youtube.com/watch?v=-96TjLOH384>

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