

## **How to Guide:**

### **Model emails and letters for promotion and recruitment**

#### **Introduction**

We have prepared three standard letters/emails which can be used to approach organisations in your areas. It's not "one size fits all" – some areas may have lots of local business where the letters/emails are appropriate and others may not.

Email is definitely easier but these days letters may be more memorable!

You can customise these emails/letters to suit your own u3a. You may already have created model letters which you prefer to use. The choice is entirely up to you.

These model emails/letters are our first draft. We will be collecting feedback in order to create an improved version. Your experiences are of vital importance. **Please send your suggestions for improvement to [feedback@u3a.org.uk](mailto:feedback@u3a.org.uk)**

#### **Suggestions for use**

Please choose those model emails/letters you think you can use:

##### **Companies running pre-retirement courses.**

Generally these are businesses with larger numbers of staff. These companies often run sessions for staff where large scale redundancies are being planned. Some of your existing & new members may have personal contacts among such companies.

##### **HR officers in larger businesses who may run their own courses and workshops.**

Large companies often also run sessions for staff coming up to retirement or where large-scale redundancies are being planned. Some of your existing members and new members may have personal contacts there. Perhaps they could make the first contact?

DON'T WRITE OFF THESE CHANNELS...SOME ARE USING DISTANCE WORKSHOPS AND COURSES WHERE THEY CAN'T HAVE FACE-TO-FACE SESSIONS

##### **Religious leaders, GPs and medical centres, MPs, local councillors or local government officers**

It may be that there are other local organisations that you feel you could write to. Many of your existing and new members are likely to have contacts. Should the contact be made by them in the first instance?

A GP could possibly 'prescribe' or advise u3a membership so it would be good to talk to them or the Practice Manager. We recommend going to some of these places or ringing first and just dropping off some leaflets if they will take them and asking if there is somewhere to display a poster.

## **Do a bit of research:**

See if there are any specialist companies either providing pre-retirement workshops and courses or larger businesses who may be offering advice to their own staff. Canvass your existing members: they may have personal contacts and be willing to make first contact.

**Personalise your email/letter** and include your u3a's details.

There is space in all of the letters for you to add your own website and details of your u3a as well as the national website.

**Call any business** you plan to approach and get a name and an email address if they will provide it – failing that, have a look on their website, but wherever you can get a name and try to make direct contact with the right person.

**Attach or include a leaflet** featuring the new branding to your email/letter.

**Follow up:** Please chase up. A quick call to the recipient will often prompt action!

If nothing else ask if you can drop off some leaflets and posters.

## **Standard Letter/email to Religious Leaders, Doctors and GP practices, MPs and local council officials:**

**Call or research to get a name and email address**



**Your name: .....**  
**Your position in the u3a: .....**  
**Your address: .....**  
**email address: .....**  
**contact number: .....**

**Date: .....**

**Dear**

We would like to introduce the u3a to you and recommend it to your (**delete as appropriate: congregation/patients/constituents**) as a great resource and outlet for everyone in retirement and as they approach retirement.

### **Insert the relevant paragraph here:**

#### **1. For health professionals:**

Research shows consistently that retired people lead longer and higher quality lives if they continue to be active socially, physically and mentally. As a charity and self-help organisation, our u3a offers the opportunity to be active in all three domains at very little cost.

2. **For elected members:**

In these difficult times, many of your constituents will be leaving full time employment, sometimes much earlier than they had planned. Research shows consistently that retired people lead longer and higher quality lives if they continue to be active socially, physically and mentally. As a charity and self-help organisation, our u3a offers the opportunity to be active in all three domains at very little cost.

3. **For local authority officers/leaders:**

In these difficult times, many local people who rely on your services will be leaving full time employment, sometimes much earlier than they had planned. Research shows consistently that retired people lead longer and higher quality lives if they continue to be active socially, physically and mentally. As a charity and self-help organisation, our u3a offers the opportunity to be active in all three domains at very little cost.

4. **For faith leaders:**

Research shows consistently that retired people lead longer and higher quality lives if they continue to be active socially, physically and mentally. As a charity and self-help organisation, our u3a offers the opportunity to be active in all three domains at very little cost.]

We are a social and learning organisation for people who are retired or semi-retired. We provide the opportunity for lifelong learning in its broadest sense, enabling members to share their interests, knowledge and skills. u3a is for everyone no longer in full time employment wishing to meet new people and enjoy exploring a wide variety of interests, at low cost.

With over 450,000 members and 1000+ u3as across the country there will be a something for everyone. You can get a taste of what we do from our national website: [www.u3a.org.uk](http://www.u3a.org.uk) and from the local website for (inset name of u3a) u3a at [www. ....](http://www. ....)

Would you be able to display posters or take a supply of leaflets? Do you have any events or meetings where you would like a speaker? Could we provide an article or information for your newsletter or magazine?

Please let us know how we can best work together in any way.

Kind regards/yours sincerely

**FOLLOW UP WITH A PHONE CALL 7 DAYS AFTER SENDING THE LETTER**

## Standard Letter/email to businesses offering pre-retirement courses: Call or research to get a name and email address



Your name: .....  
Your position in the u3a: .....  
Your address: .....  
email address: .....  
contact number: .....

Date: .....

### The u3a – a great opportunity for people looking forward to retirement

Dear .....

I am writing to introduce the u3a. We believe that our organisation would fit very well with your pre-retirement courses.

There are over 1000 u3as across the country with more than 450,000 members offering all manner of social and learning opportunities to retired and semi-retired people. The range of activity is so broad there really is something for everyone, and because we are a charity and a self-help body we are also extremely low cost and accessible to everyone.

Each u3a has a range of interest groups run by and for its members and the range of activities includes

- language conversation groups
- walking and cycling
- singing
- pottery
- book groups and amateur dramatics
- 'extreme' activities such as parachute jumping, ballooning etc

But that really is just a taster, each u3a will have very many more. Please take a look at our national website to get a feel for what we do: [www.u3a.org.uk](http://www.u3a.org.uk)

We would be happy to offer literature and information about the u3a for your delegates, but we would also be pleased to offer speakers at your events.

If you would like to explore the possibilities please do get in touch.

Yours sincerely/Kind regards

### **FOLLOW UP WITH A PHONE CALL 7 DAYS AFTER SENDING THE LETTER**

## Standard Letter/email to HR Officers

Call or research prior to sending to get a name and email address



Your name: .....  
Your position in the u3a: .....  
Your address: .....  
email address: .....  
contact number: .....

Date: .....

Dear

### Pre-retirement information and events

I am writing to introduce the u3a. We believe that our organisation could offer a wide range of opportunities to your staff as they approach retirement. It is accepted that people preparing for retirement are looking forward to taking up rewarding and engaging activities. The u3a is uniquely in a position to offer so very much to anyone thinking about taking up new interests.

We are a charitable self-help organisation with over 1000 u3as across the UK and a membership of more than 450,000 people. All our u3as offer a wide choice of interest groups run by and for its members and open to anyone no longer in full time employment.

Each u3a has a range of interest groups run by and for its members and the range of activities includes

- language conversation groups
- walking and cycling
- singing
- pottery
- book groups and amateur dramatics
- 'extreme' activities such as parachute jumping, ballooning etc

But that really is just a taster. Each u3a will have very many more. Please take a look at our national website to get a feel for what we do: [www.u3a.org.uk](http://www.u3a.org.uk)

We would be happy to offer literature and information about the u3a for your staff, but we would also be pleased to offer speakers whenever you run pre-retirement courses or other similar events. If you would like to explore the possibilities please do get in touch.

Kind regards/Yours sincerely

### **FOLLOW UP WITH A PHONE CALL 7 DAYS AFTER SENDING THE LETTER**