



# Retention and recruitment

Notts Network of u3as

*Special event 15<sup>th</sup> April 2021*

1. What's the problem?
2. The wider context
3. The u3a Retention and recruitment toolkit
4. Small group task
5. Next steps



u3a

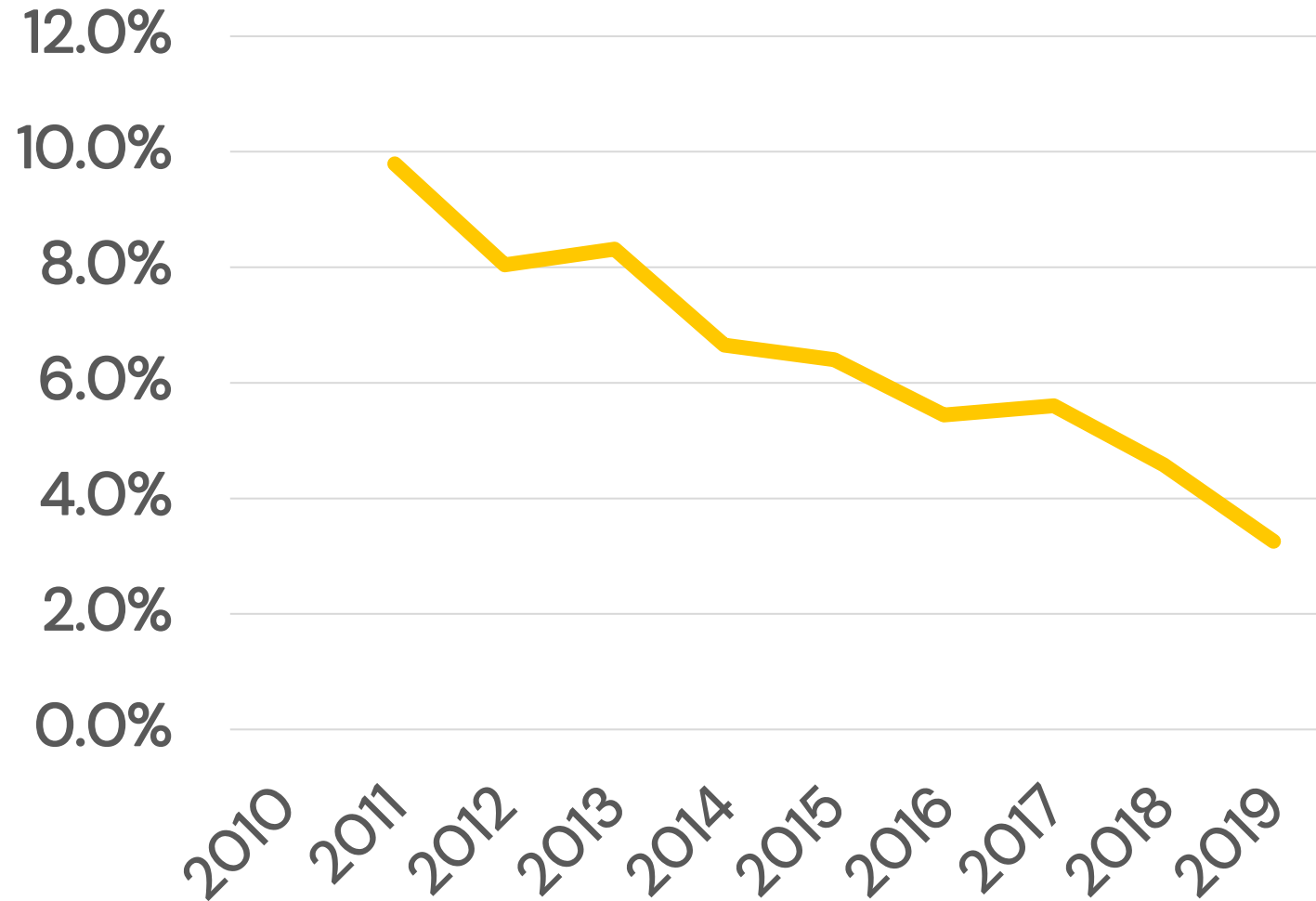
What's the  
problem?



# Recruitment problems

- u3a movement suffering from three recruitment problems
- In the long term, we are recruiting fewer new members and fewer newly retired people
- Short term, many members are not renewing their subscription because of Covid
- u3a has a low public profile – outside our members, not many people know about us

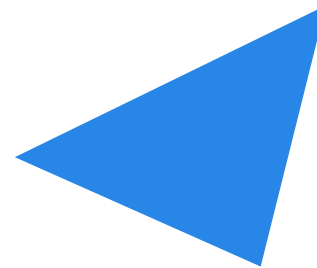
# National Membership Growth Rate



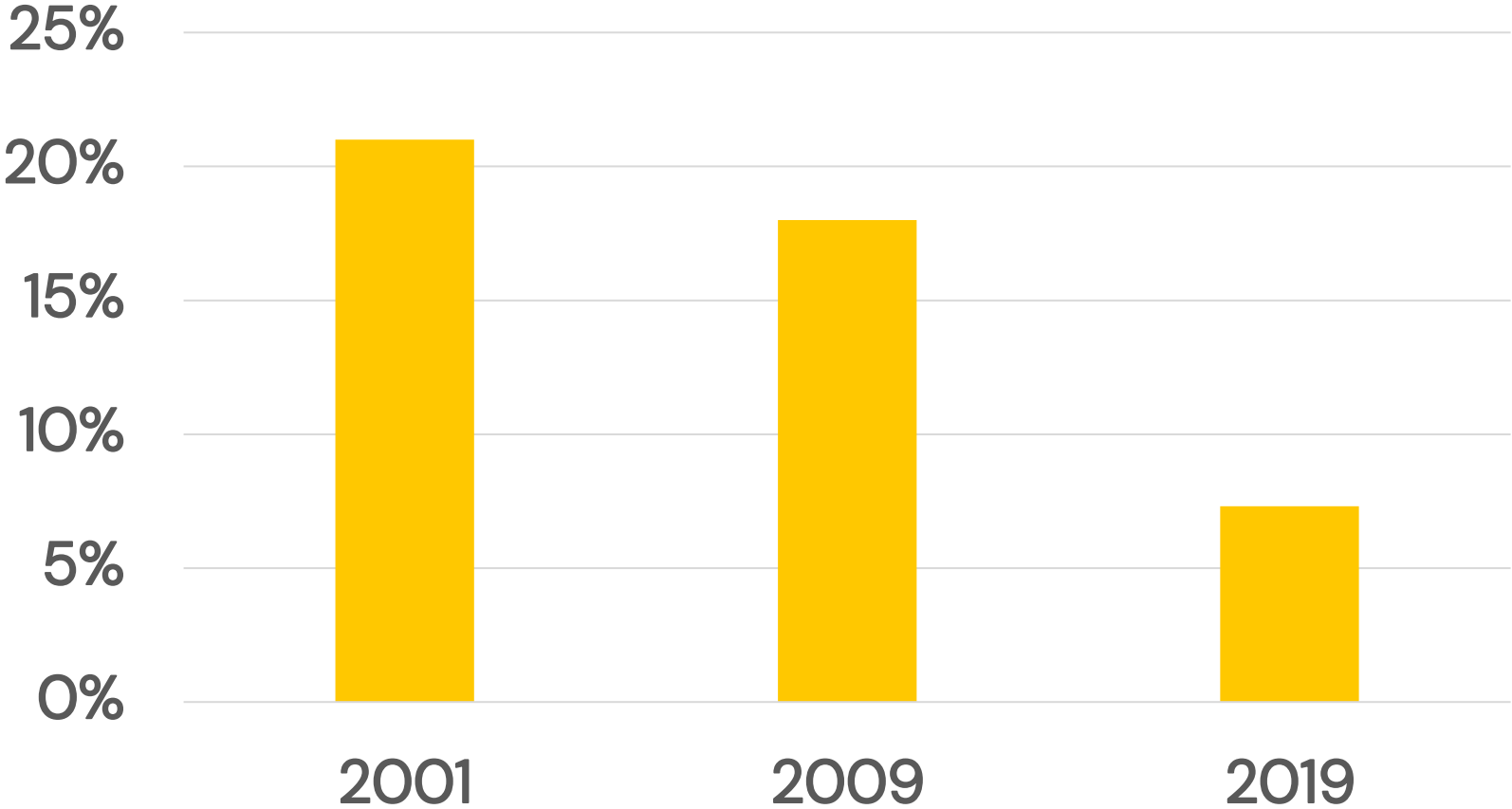


## Impact of covid

- The pandemic has adversely affected membership renewals.
- Some u3as are reporting that the proportion of their members who have not renewed their subscription is between 15% and 20%

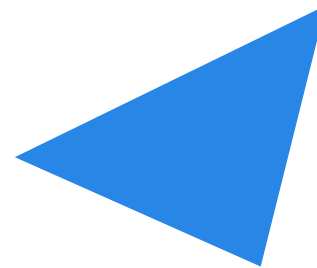


# % u3a members under age 65



## Implications for recruitment model

- Most u3as have been relying on *word of mouth* to recruit new members and replace members who do not renew their membership.
- Word of mouth mainly recruits members who share the characteristics of existing members and does not engage newly retired/younger members





## Wider context

- Risk of becoming out of step with our potential new members
- New threats from competitors (eg Rest Less)
- Need for u3a capacity building and training
- Potential opportunities created by pandemic

## u3a context

- New regional PR contacts
- u3a day
- Zoom tutorials etc

u3a

# *The u3a Retention and recruitment toolkit*

## Retention and recruitment toolkit

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

## Retaining your current members

- How to guide (hence HTG): Retaining your current members (8pp)
- Swap Shop: Sharing ideas to retain your current u3a members (9pp)

## Developing your team

- HTG: Building support for recruitment in your Committee (7pp)
- HTG: Developing a shared relaunch/recruitment project with your members (2pp)
- Checklist: Preparing to recruit new members (2pp)
- PowerPoint: Why we need to recruit (10 slides)
- PowerPoint: What our recruitment project could look like (9 slides)

## Planning

- Research on prospective new u3a members
- PowerPoint HTG: Planning your recruitment project (17 slides)
- HTG: Monitoring and evaluating your recruitment project (3pp)

## Interest Groups

- Making your u3a offer irresistible (7pp)
- 7 Steps to recruiting more interest group convenors (8pp)
- Video: Take my interest group online? Why should I bother?
- Video: Get your interest group online in 5 easy steps
- Video: *Every* interest group can go online!



## Using social media

- HTG: Setting up Facebook (4pp)
- HTG: Getting and keeping website and social media traffic (6pp)
- HTG: Measuring the effectiveness of digital media (5pp)

## Recruiting, relaunching and promoting

- HTG: Relaunching your u3a (2pp)
- HTG: Transforming your website into your shop window (6pp)
- HTG: Pop up displays for recruitment (2pp)
- HTG: Using Facebook adverts (7pp)
- HTG: Promoting u3a membership online (4pp)

# Promotional Materials

- Brand Centre materials
- HTG: Model emails and letters for promotion and recruitment (5pp)

# Welcoming new members

- HTG: Enrolling and welcoming new members online (4pp)
- Online Welcome Pack for new members



## Where is the Toolkit?

- National u3a website
- Notts Network website
- Introduction and guide

# u3a Small group task

1. Share what you are doing to retain/recruit members
2. Feedback top 2 or 3 ideas
3. What can the Notts Network do to help?
4. Feedback top 2 or 3 ideas

## Small group process

- Get a chair
- Get a note taker
- Decide who is feeding back
- On task.....



Next steps.....

Contact details:

[pkmartinez14@gmail.com](mailto:pkmartinez14@gmail.com)

