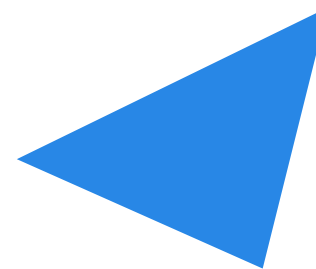




# Planning your u3a relaunch/ recruitment project

Developing a marketing plan to relaunch your u3a and/or new recruit members



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Version 1.0

# INTRODUCTION

This guide is intended for use by your committee and any sub-committee or team that you set up to recruit new members.

It also suggests how you might “relaunch” your u3a, post-Covid.

The purpose of the guide is to suggest how you can develop a simple and robust plan.

- This guide is our first draft. We will be collecting feedback in Spring 2021 in order to create an improved version. Your experiences of using the guide are of vital importance. Please keep a note of your suggestions for improvement and send them to [feedback@u3a.org.uk](mailto:feedback@u3a.org.uk)

## INTRODUCTION 2

There are a million models of marketing plans out there but hardly any which are designed for the unique nature of u3as.

This guide is in a PowerPoint format in case you want to work through it as a group.

It covers the main elements of a marketing plan, without going into too much detail – too much analysis can lead to paralysis.

You will find some worked examples of a Strengths/Weaknesses/Opportunities/Threats (SWOT) analysis, analysis of your target audience, where to advertise, ideas for publicity, action log and planning.

The examples are only examples. As the world's greatest experts on your own u3a, you will almost certainly produce better ones.

Some of this planning can be carried out by your recruitment team. You might want to involve your whole u3a in some aspects.

# u3a

## Assemble your recruitment team: how will it operate?

Who's in the core team?      Need at least 3, max 10?

What are our strengths?      What do we like doing?

How will we operate      – *via Zoom?*

How often will we meet – *weekly? Time?*

*Beyond the core team, how will we involve the maximum number of people in our u3a?*

You need:

a “scribe” to record people’s skills and interests, update the plan

a “secretary” to call the meetings, send reminders and information

somewhere to store your information, e.g. closed Facebook group, on your PCs/iPads,  
on someone’s PC/iPad, password accessed cloud storage, etc.

to know some people good at writing/photography/graphics/digital etc.

1. Agree your objectives: what do you want to achieve?

# u3a

## Example objectives

Recruit 100 new members during 2020/21 (is this realistic?)

Retain at least 95% of current members

Set up an effective system for recruitment of new members

## SWOT analysis: create this together: example

### OUR STRENGTHS

We are well organised

We have some unique selling points

It's cheap to join and excellent value for money

We have some great groups that operate online

### OUR WEAKNESSES (*can be overcome*)

We can't meet in person

We will lose members even post-covid

Many of our interest groups are not meeting

Our monthly meetings are suspended

### OUR OPPORTUNITIES

We and our target market are getting much better at doing things on line

A lot of people in our target market are leaving full time work and may be looking for a new focus

### THREATS TO OUR SUCCESS

Potential members may be more attracted to other volunteering activities

We might only attract people who can communicate online

2. Who is our target audience?

Where do we find them?



# u3a

## Who and where are our target audience?

### Who?

- Membership of the u3a is for someone who is no longer in full time work; there's no lower/upper age limit.
- You may wish to recruit people who have recently left full time work.
- You may wish to recruit people in your community who are not currently well represented in your u3a.
- You can be a member of u3a and other organisations – e.g. contact

### Where?

- Where do such people go and meet, how do they find out about u3a – how did members of this group join, or find out?
- Where do they regularly visit, e.g. supermarkets, surgeries?
- What sort of social media do they use?
- What sort of media channels or newsletters do they use/receive?



## Where might we advertise?

<b>Other organisations</b>	<b>Publications/websites</b>	<b>Other ideas</b>
Round Table	Parish magazines/websites	Promoting a specific interest group at a key location e.g. a garden centre for gardening groups
Women's Institute	Local radio	
Soroptimists	Community Facebook groups Nextdoor Digest	Health centres, hospitals etc Retirement Centres
Age UK	Ebay/Wowcher/Facebook selling groups/Gumtree	Museum, art gallery, library
Lions	Local websites	Local clubs
Bowling club	Supermarket notice boards	Retirement homes/villages
Tennis club	Local newspapers/newsletters/ periodicals	Theatre, cinema
Health club	Relevant local newsletters eg local cinema for your Film Group	Pop up stall in a local supermarket?

# u3a Ideas for publicity –

*list everyone's ideas: what will interest our target audience?*

## EXAMPLES:

- Deliver u3a leaflets and deliver to streets with target demographic
- Get our local MP to record a message about u3a that we can play as an advert on our Facebook site
- Using Facebook Ads.
- Setting up a gift membership which could be bought, say, by children for a parent or on retirement and advertised on ebay, Groupon etc

In normal times, you might record each idea on a “post-it” note on the wall – these days someone needs to record the ideas and send them all out for the team to look at.

You need to prioritise them and assign owners to investigate them.

By your second or third meeting you should have more insight into the practicalities of various ideas – e.g. their cost, timescale, level of difficulty and their likely impact.

## 3. Developing your plan

# u3a

Create an Action Log : what will we do each week?  
at this stage you are investigating options before you commit to them.

TASK (WHAT?)	WHO?	BY WHEN?	MIGHT IT WORK?
Gift of membership which can be sold on Ebay etc	VB		
Devise 3 articles for publication	CH		
Attract new members to your social media	AM		
Find a local personality who may help	CC		
Find out how much it costs to advertise on Facebook	ABB		



Your plan: *once the preliminary investigation is over...*

What will you do?	When?	Who will lead?	Who will help?	What do you need to do it? (e.g. budget) What is the "lead time" on this?

N.B. u3a brand guidance and branded materials are available via the u3a Brand Centre

u3a

**Good luck!**

**This guide will be updated.**