

How to guide: Pop-up displays for recruitment

Introduction

This guide describes how you set up a small portable (pop-up) display at a venue for recruiting members. This assumes that social distancing is over!

Your experiences of using this guide are of vital importance. **Please send your suggestions for improvement to feedback@u3a.org.uk**

When would you use a pop-up display?

- After a Committee-led period of assessment of readiness for recruitment;
- After a reconnaissance visit to the venue for risk assessment and liaison with the organisers or managers of the event/venue.
- After a poster advertising when you will be there has been up for at least a week;
- After a post advertising the event has been shared on local community social media;
- And at a time which maximises the benefit gained for the time invested.

How to create your pop up display

- **Buy branded merchandise from National u3a Office**, e.g. a cover for a display table with a u3a logo, pull up lightweight banners and/or feather banners, giveaway items like pens, bookmarks, leaflets etc, and create posters to pre-advertise your presence. Consider investing in branded clothing/sashes.
- Obtain a suitable collapsible table and possibly a display board.
- Include old copies of Third Age Matters, note pads, membership forms, contact details of membership secretary and u3a website.

Tips

- Set up in high-footfall areas appropriate to the u3a age group, such as supermarkets, clinics, retirement events, libraries etc.
- Display the pop-up at the monthly speaker meeting for members to see so that they become aware of recruitment, and may offer suggestions and help – e.g. enlist crafters to embellish the pop up to increase its vibrancy.
- Have a social gathering for those who will staff the pop up display, so they know each other and can plan how to transport things, erect the pop-up and (very important) interact with the public
- Appoint a coordinator who stores the pop up, keeps the schedule of events and dates/times, and sets up and issues a rota for the event of member volunteers

- Have at least one experienced, well-informed & sociable committee member at each pop-up event.
- Develop a crib sheet for reference, with a list of interest groups, contact details, venues, dates of monthly meetings with speakers, coffee mornings and all things relevant for a new member.
- Notify the members when and where the pop-ups will be, encourage them to come along to support, and encourage them to advertise it
- After each event have a thank you, reward meeting with complimentary coffee and cake or glass of something to assess its success and make adjustments for the next event, if necessary.
- Keep holding these pop-up events, make them fun and enlist as much help as possible.