



Why we need to recruit more members

[Your u3a name]



New Members:

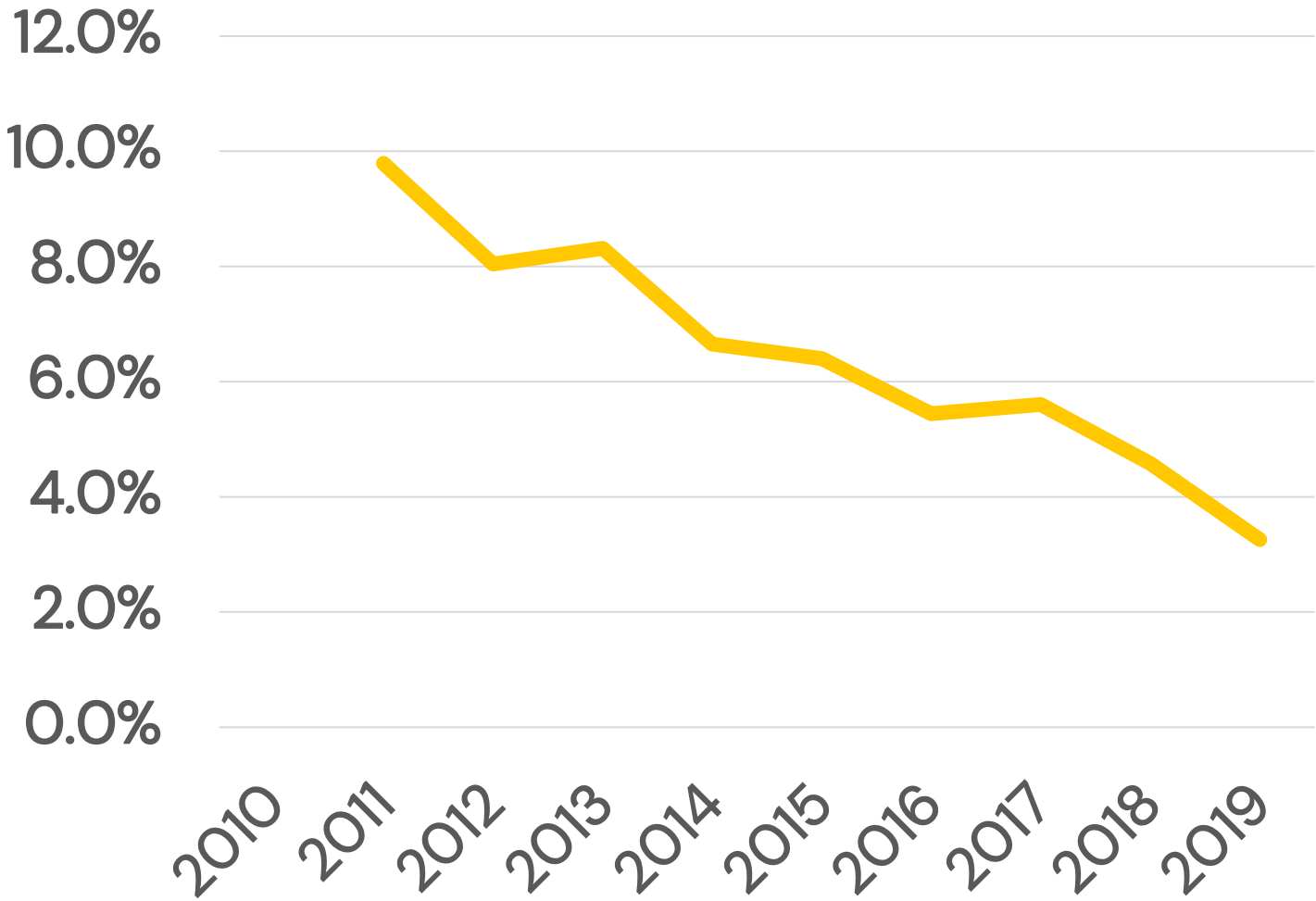
- Bring new ideas, energy and enthusiasm
- Benefit from joining the fantastic u3a that we are
- Become new helpers, interest group leaders and committee members
- Enrich our u3a



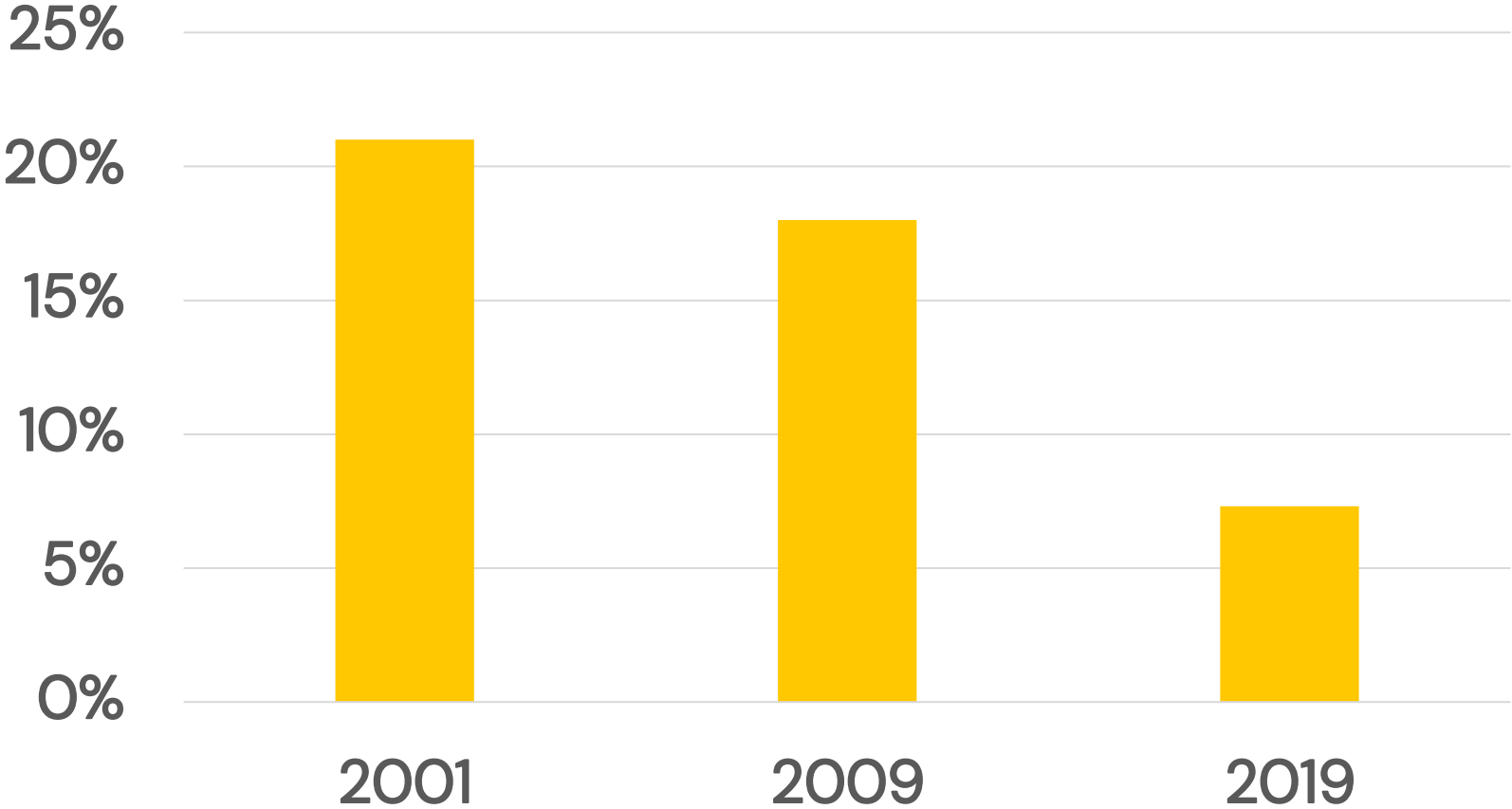
Recruitment Problems

- u3a movement suffering from two recruitment problems
- In the long term, we are recruiting fewer new members and fewer newly retired people
- 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



% U3A members under age 65

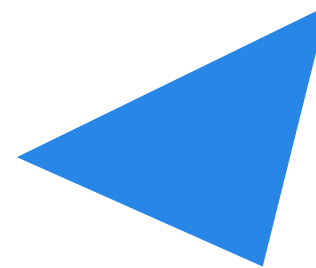




Impact of covid

The pandemic has adversely affected membership renewals.

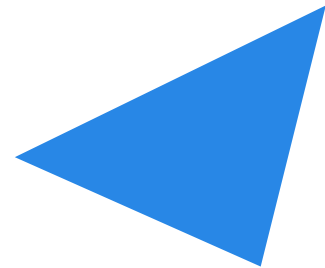
Some u3as are reporting that the proportion of their members who have not paid their subscription is between 15% and 20%



Implications for recruitment model

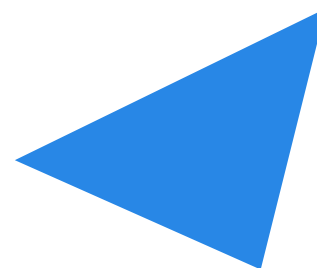
Most u3as have been relying on *word of mouth* to recruit new members and replace members who do not renew their membership.

This model is broken. It only recruits members who share the characteristics of existing members and does not engage the newly retired



Non renewal by new members

There may be a particular issue with new members. Some u3as have identified that many new and recently recruited members do not renew their membership for a second year.



Our u3a

- **[insert information here for your u3a eg changes in membership numbers over time]**



Slide available for your u3a to add positive local messages eg what we are proposing to do, how members can help etc

