u3a

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u3a recruitment and retention project

u3a Recruitment Working Group

- sponsored by TAT Development Committee

- 14 u3as represented

- 3 Regional Trustee members

- September 2020 – August 2022

Processes

- Clear aim: to produce a toolkit for use by u3as

- Unrealistic project plan – many revisions

- Recruitment widely advertised

- No selection process other than Committee commitment

- Support processes and a small 'bribe'

- Interaction and iteration

- Evaluation

60 Pathfinder u3as (5 from YAHR)

Representative of different types of u3a:

- Size
- Context
- Age
- Location

u3a Retention and recruitment toolkit

- **38 tools**

- **Variety of formats: videos, PowerPoints, guides, checklist**

Evaluation results 1

- 56% response rate

- Most useful supports: Toolkit and other u3as

- Least useful: data to identify similar u3as and project Facebook page

- Toolkit themes of interest very useful (69%); quite useful (27%)
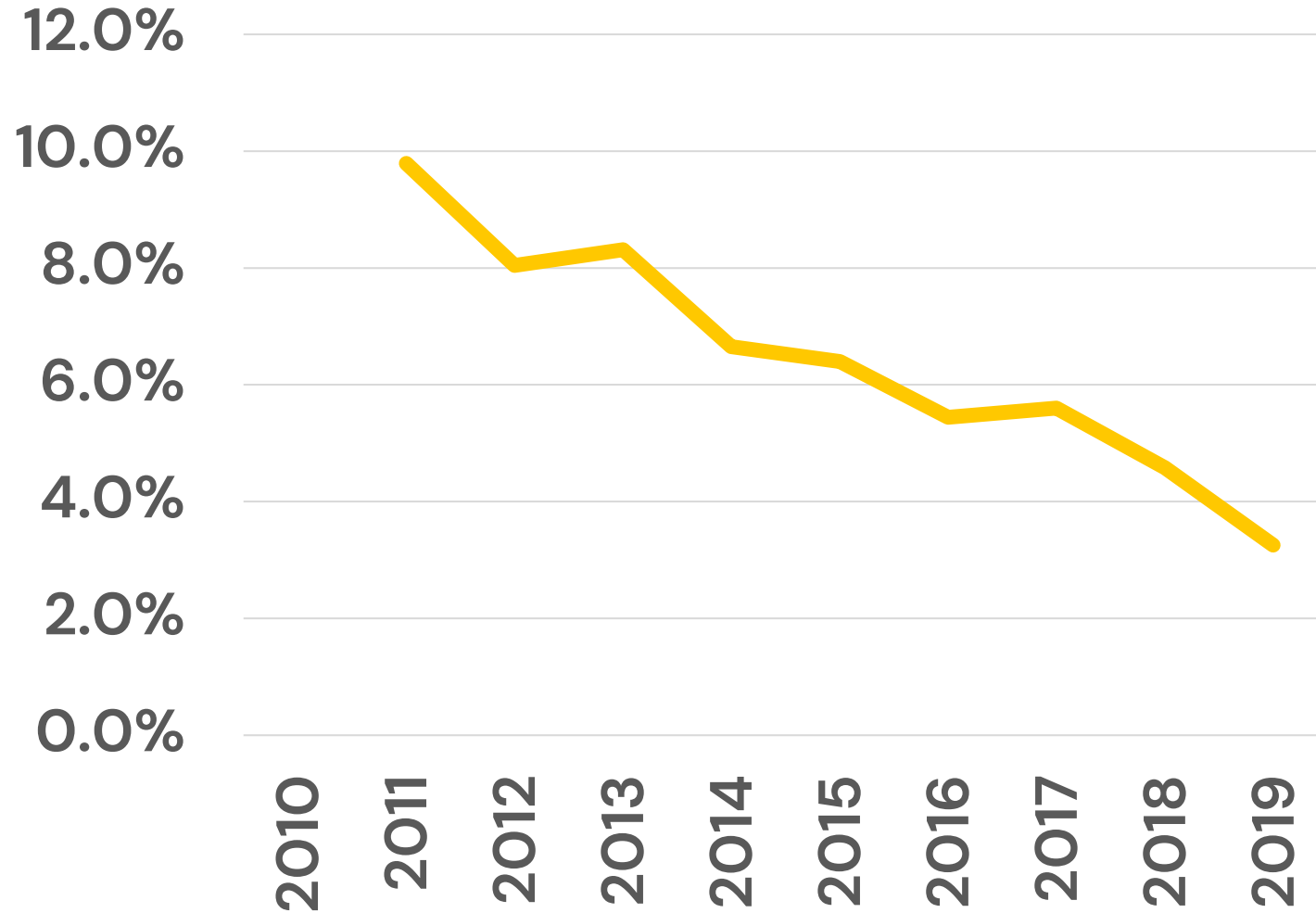
Evaluation results 2

- 85% had used toolkit of whom 100% would recommend to other u3as

- Main reservation: toolkit could be 'overwhelming'
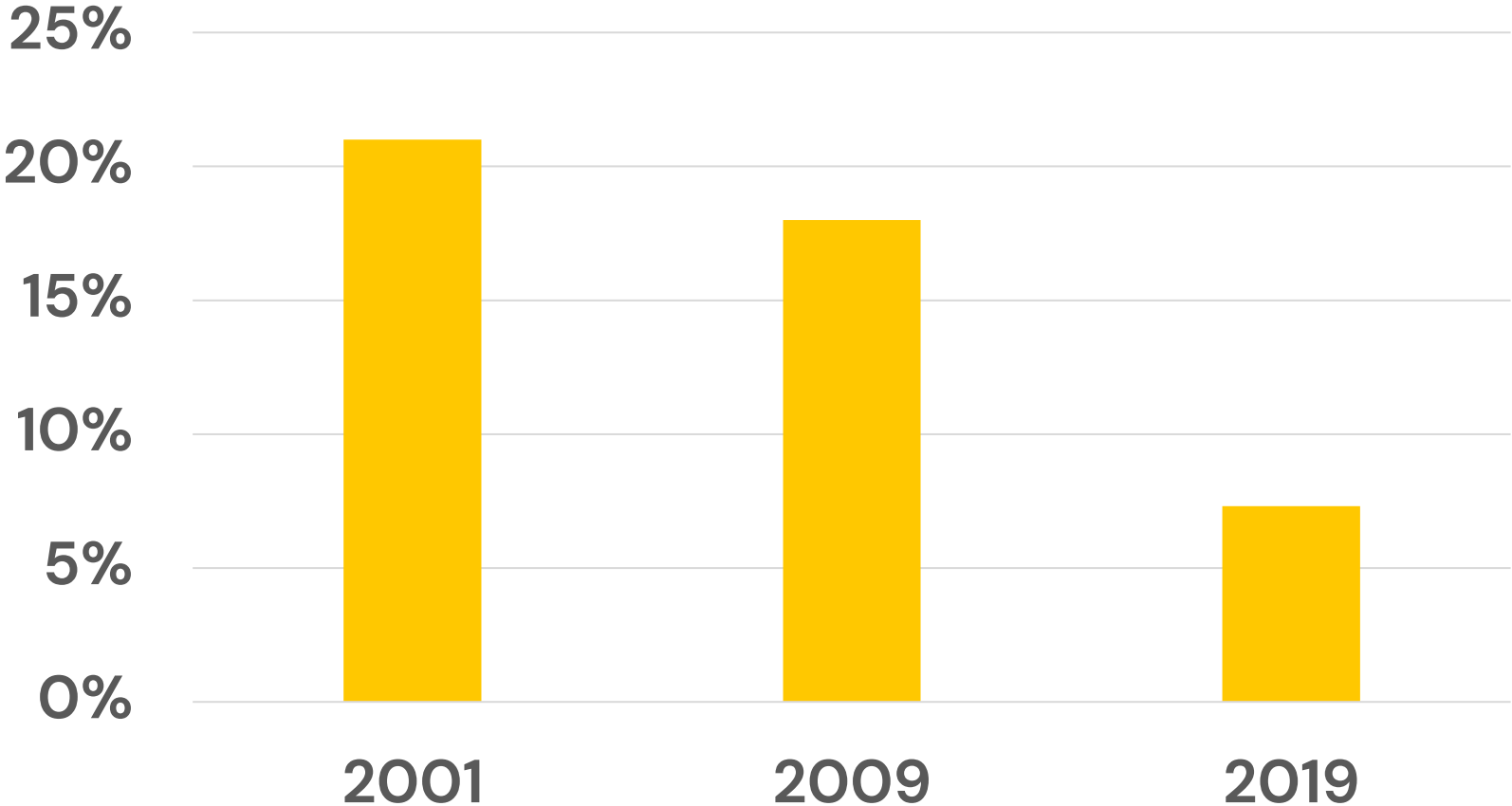
- 8765 downloads and 2725 video views

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Recruitment: Challenges and issues

National Membership Growth Rate

% u3a members under age 65

Other evidence

- "I'm not ready for u3a" (anecdotal)

- Difficulty of recruitment to Committee (anecdotal)

- Many u3as (pre-covid) static or declining membership

- u3a closures and amalgamations

Summary: challenges

- Slow down of annual growth
- Declining proportion of under 65s (aka younger members)
- Different u3as affected in very different ways
- Word of Mouth recruitment not enough
- Need to mobilise support for recruitment within u3as
- u3a life cycle?

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Walk through: the u3a Recruitment and retention Toolkit

Toolkit themes

- **Developing your team, building support and dealing with objections**

- **Planning your relaunch/recruitment project**

- **Your interest groups**

- **Using social media and the internet effectively**

- **Recruiting, relaunching and promoting**

- **Promotional materials**

- **Enrolling, welcoming, inducting and following up your new members**

- **Retaining your current members**

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Developing your team, building support and dealing with objections

- Making your committee bigger and better

- Building support for recruitment in your committee

- Developing a shared relaunch/recruitment project with your members

- PowerPoint: Why we need to recruit

- PowerPoint: What could our recruitment project look like?

Planning your recruitment project

- **Market research on people who have recently left full time work**

- **Checklist: Preparing to recruit new members**

- **PowerPoint: Planning your recruitment project**

- **Making your u3a more inclusive**

- **Monitoring and evaluating your recruitment project**

Interest Groups

- **Making your u3a offer irresistible**

- **7 Steps to recruiting more interest group convenors**

- **Video: Zoom – Why should I bother?**

- **Video: Get your interest group online in 5 easy steps**

- **Video:** *Every* **interest group can go online**!

Using social media and the internet effectively

- **Writing for the web (PowerPoint)**

- **Setting up Facebook**

- **Getting and keeping website and social media traffic**

- **Measuring the effectiveness of digital media**

- **Social Media: choosing and using**

- **Using Facebook adverts**

Recruiting, relaunching and promoting

- **Relaunching your u3a**

- **Transforming your website into your shop window (Guide and video)**

- **Pop up displays for recruitment**

- **Advice for u3a stand volunteers**

- **Outreach and partnerships**

Promotional Materials

- **Brand Centre materials**

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

Enrolling, welcoming, inducting and following up your new members

- **Enrolling and welcoming new members online**

- **Online Welcome Pack for new members which you can customise to your own u3a**

Retaining your current members

- **How to guide: Retaining your current u3a members**

- **Swap Shop: Sharing ideas to retain your current u3a members**

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So, where can we find this fab toolkit?

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Where to find the Toolkit

Documents:

- **u3a home**
- **Support for u3as**
- **Recruitment Toolkit for u3as**

or just google: u3a recruit

Videos:

Search for video title on YouTube

Videos all listed in the _Introduction and guide to the Recruitment toolkit_

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