

## RECRUITMENT

- Talk up your offer (e.g. include Interest Groups On-Line, National u3a talks & workshops)
- Website & leaflets = consider the words you use to describe u3a and u3a members. No patronising language. Make sure the photos look genuine and appealing.  
Check out your website – is it easy to locate? Look at it as a newbie. Is it appealing, does the Home page catch your interest in 3 seconds. Does it give a balanced flavour of your offer? Is the information (about Monthly meetings, Interest groups) correct and current? Remember your website and especially the Home page is your shop window. If there are any links, do they work? What does your website look like on a phone? Recently a London u3a checked traffic and 64% was by phone.
- Do you ask new members where they heard about your u3as – to monitor / assess the effectiveness of your publicity?
- EDI is not about flogging a multiracial atmosphere. Concentrate on multicultural – acceptance, welcoming people from all walks of life.
- Be friendly – in your response to enquiries and when new people come to meetings. A friendly welcome is worth so much.
- Have a look at your Membership Application process – is it straightforward?
- Is it easy for people to join / email someone / phone someone? Do you enable people to contact GLs directly?
- Make sure you emphasise what new members bring to the u3a to improve it.
- Where are your recruitment leaflets on show? Do they look tired?
- Have you got a Facebook page?
- A huge % of recruitment is by word of mouth – so tell your members this (at Meetings & in the Newsletter) – they are your best recruitment resource. Give them resources. Ambassador Packs work well – envelopes with a few leaflets to take away. Talk up their fantastic contribution to keeping your u3a fresh.
- What's your policy on guests / visitors? Some u3as allow 1 visit as a taster, some allow 2. Guests & visitors should sign in ( so you have a record for evacuation purposes) – have a slip – see sample below – so you can follow up their interest.
- Remember we are caring not carers. We can refuse a membership application if a person would be unable to take part in activities or

you perceive an unacceptable risk (e.g. person wandering). Carers can accompany people but must not take part. If there is a charge the member must pay for the carer.

- 'Learn to Live' – a blueprint for better health and wellbeing. Are your committee and publicity team conversant with this report about the HUGE benefits of non-formal learning and social contacts? :  
    'learning is the elixir of life' (pp11)  
    'Social connection in later life is continually shown to be a key factor to support health and wellbeing in later life.' (pp7)  
Put Learn to Live in the u3a.org.uk search box and you will find the report to download and share.

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Sample Guest Registration Slip



### Guest at Croydon u3a's Monthly Meeting

We will not share this information with any other organisation

\*\*\*\*Please note that you are **welcome to join one Croydon u3a event as a guest.** After that we require you to join as a full or associate (if you belong to another u3a) member.

Date .....

Name .....

Email .....

Phone number .....