Recruiting and retaining u3a members

The recruitment and retention toolkit has been developed by members to provide information and support to help u3as overcome recruitment and retention challenges. Over 60 u3as contributed to produce the resources and share their stories. This document is a quick overview to help committees and u3as to discuss and identify areas of the toolkit they may want to focus on or prioritise depending on their specific challenges. It can also be used in conjunction with the u3a health check document to support u3a sustainability and planning for the future.

1. **Retaining your current members**

   Thinking about how many of your membership renew their membership each year, how well do you think you are doing in this area? For example, if your retention rate is below 80% you might want to think about how you can better retain your current members.
   - How to retain current u3a members
   - Swap shop: Sharing ideas to retain current u3a members

2. **Developing your team, building support and dealing with objections**

   Recruiting new members has a whole host of benefits and grows the pool of volunteers to recruit to your committee. If this is an area you struggle with, these documents will help:
   - Why we need to recruit more members and Preparing to recruit new members
   - Developing a shared relaunch/recruitment project with your members
   - What could our recruitment project look like?

   In addition, how easy do you find it to recruit to your committee? If this is something that is a challenge, you might want to have a look at these documents:
   - Building support for recruitment to your committee
   - Making your committee bigger and better

3. **Planning your relaunch/recruitment campaign**

   Do you have a plan in place to recruit new members and are you reaching out all areas of your local community? If this is something you haven't thought about much before, or want to know if there is more you could be doing this might be an area to explore:
   - Planning your u3a relaunch/recruitment project
   - Monitoring and evaluating your recruitment project
   - Making your u3 more inclusive and Developing outreach and partnerships
   - Sharing ideas to recruit new members

4. **Your interest groups**

   Interest groups are vital to the health of your u3a and are likely to be why new members will join. How healthy and thriving do you think your interest groups are? If this is an area you decide to explore, there is lots of information in the following documents:
   - Making your u3 offer irresistible
   - 7 steps to recruiting more interest group convenors

In addition, if you are thinking about holding your interest groups online or holding some online and some in person, there is lots of information to help you do this:

- [Zoom – why should I bother?](#)
- [5 steps to get your u3a interest group online](#)
- [Zoom screen sharing for u3a interest groups](#)
- [Every u3a interest group can go online](#)
- [Hosting your u3a interest group on Zoom](#)

5. **Using social media and the internet effectively**

There are lots of ways to use the internet and social media to raise the profile of your u3a and recruit new members. If you would like to do more with this, these documents will provide lots of ideas:

- [Choosing and using social media](#)
- [Setting up Facebook](#) and [Using Facebook adverts](#)
- [Writing for the web](#) and [Getting and keeping website and social media traffic](#)
- [Measuring the effectiveness of your digital media](#)

6. **Recruiting new members and promoting your u3a**

Social media isn't the only way to increase the profile of your u3a, you might also have a website, run stands at local community events and contact local employers to share information about u3a with those who work part time or will be retiring. How well do you think your u3a is known about in your local community? These documents have lots of ideas, and you can also sign up to the u3a [Brand Centre](#) to access additional resources.

- [Relaunching your u3a](#)
- [Transforming your website](#) and [Transforming your website into your shop window](#)
- [Pop up displays for recruitment](#) and [Advice for u3a stand volunteers](#)
- [Model emails and letters for promotion and recruitment](#)

7. **Enrolling, welcoming and inducting new members**

Once new members have joined it is important to ensure they have a positive experience, feel welcomed and included. This document focusses on an online welcome, but lots of the ideas can be used in person too: [Enrolling and welcoming new members online.](#) There is also a welcome pack for new members that can be downloaded from the [u3a Brand Centre](#) which you can customise for your u3a.

You may also want to have a look at the information about [diversity and inclusion](#) on the u3a website to explore what reasonable adjustments you could be making to ensure your u3a is welcoming and accessible to all.

If you would like any further support, please contact your Regional Trustee or the u3a Office: info@u3a.org.uk There are also nationally run online workshops which support some of the above areas. More information about these and how to book is available here: [u3a workshops](#).