

PLANS FOR ANDOVER U3A DAY

30th March 2021

1. The Membership Secretary has set up a small working group of 6 (all u3a members) comprising herself and:
 - 1 with extensive Social Media expertise.
 - 1 with Marketing expertise.
 - 1 Groups Co-ordinator – very important because the variety of group activities on offer will be key to attracting 55 to 64-year-olds.
 - 1 Questers leader experienced in getting things done.
Caroline Mills

Note: The Membership Secretary and Caroline Mills have both attended 2 u3a presentations on Social Media and local Publicity respectively.

2. There is a wealth of information and advice already available through u3a channels and there will be a national campaign of publicity on the day.
3. We will have our first group meeting, on Zoom, currently planned for Tuesday 6th April 2021, in the form of a brainstorming session.
4. It is vital that the group does not take on too much. For this reason and because of the short time scale, it is essential to keep this u3a day effort fairly simple. This is our first step into recruitment, and we'll see how it goes.
5. The first objective has been met, recruiting a small team.
6. Next objectives, the subject of the brainstorming session, will be:
 - Best use of Social Media fb page etc.
 - Writing a publicity piece for newspapers, magazines etc.
 - Contact lists for publicity – editors etc.
 - What we can do on the day, keeping to government guidelines. Probably outdoors only.
 - Is there any mileage in holding "our" day on the Thursday with a market stall?
 - What publicity materials do we want (£50 from u3a) if we have a budget.
 - Sharing what we have learned from u3a sources so far.