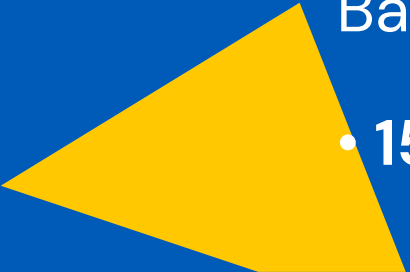


Yorkshire and the Humber workshop day

The Third Age Trust

Welcome!

***H&S – no fire alarm testing – leave by how you came in or to your RIGHT and assemble outside the gate. ***

- **9:30 – 10:00** Arrivals, registration and refreshments
 - **10:00 – 10:30** Welcome and updates from the Trust and Council
 - **10:30 – 12.30** Workshop: Motivating members to volunteer
 - **12.30 – 13:15** Lunch
 - **13:15 – 15:00** Regional experience open forum including:
Recruitment & Retention – Mo Cave, Sheffield
The Dearne North & South Development Project – Niall Clarke, Barnsley and District
 - **15:00** closing messages
- 

Third Age Trust – information and updates

Nick Linney

Senior Training and Volunteering Officer

Grants for u3as

- Start up Support grant (up to £500)
- Membership growth and community connections (up to £500)
- Publicity support (up to £250) e.g., leaflets and Facebook/Linked In advertising
- Large grants (up to £2,500)

More information: www.u3a.org.uk/grants-for-u3as





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Fonts



Brand Assets



u3a Ballpoint Pen
FROM £7.00



u3a Branded Lapel Badge
FROM £4.75



u3a Branded Window Sticker
FROM £4.00



u3a Branded Lanyards (pack of 10)
£21.00



u3a Branded Tabards
FROM £12.50



A5 Leaflet
FROM £40.00



Newsletter

Join our Friends newsletter community

The u3a Friends newsletter shares news, learning opportunities and member stories from across the u3a movement.

Signing up to the newsletter means you are up to date and in touch with all that's happening across the movement as it happens. You'll also gain exclusive access to our Friends Extra website – a range of offers, discounts and services.

Each issue of the Friends Newsletter includes a link to the Friends Extra benefits website.

Sign up to our u3a Friends Newsletter



Email Address

First Name

Sign up

Sign up: www.u3a.org.uk/news/newsletter



Video link: <https://www.youtube.com/watch?v=xaUCIJhKU1w>

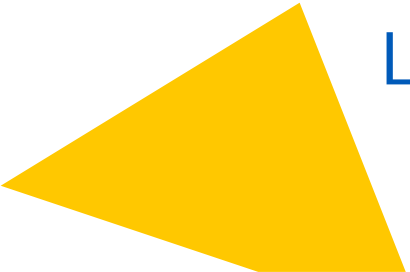


<https://www.youtube.com/watch?v=EI1IOsPW1WY>

Learning activities

- Competitions – e.g. short story
- Activities – e.g. Paint or draw, u3a eye, Maths challenge
- Resources – e.g. Find a u3a speaker, Quiz Library
- u3a Podcast

Link: www.u3a.org.uk/learning/learning-activities



Online learning events – book now!



u3a radio podcast – June

Listen to our monthly radio series on our YouTube and podcast platforms.
This month:

- Beyond Beliefs
- Vatican Radio
- Supporting Romain Orphanages



A few small nips: Frida Kahlo and the art of pain

Frida Kahlo is one of the most celebrated artists of the 20th century, famous for her colourful self-portraits. She endured severe physical, emotional, and psychological traumas during her lifetime, yet her art transcends a life of pain and disability.

Thursday 16 July at 2pm

Free – online via Zoom



A virtual tour of the Watts Gallery and Artists' Village

Join u3a Farnham member and Watts Gallery guide, Alan Freeland as he takes us on a one hour virtual tour of the Watts Gallery Artist Village in Compton, Surrey.

Monday 20 July at 2pm

Free – online via Zoom

Book these and more for free on [the events page of the u3a website](http://www.u3a.org.uk/events) (www.u3a.org.uk/events)

Queries to learning@u3a.org.uk

Interest Groups Online

- Online u3a community that provides the opportunity to join groups, talks and courses from home.
- Activities are run by members and are a great way to meet people from all across the u3a movement.
- £12 membership (or £6 if joining between October to March)

Link: www.u3a.org.uk/learning/interest-groups-online

Additional learning support for u3as:

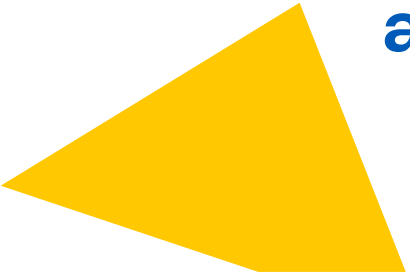
- Subject Advisers – nearly 90 different subject areas

Link: www.u3a.org.uk/learning/subjects

- Subject Network Volunteers – including Walkers' Exchange and Let's Talk Tech

Link: www.u3a.org.uk/learning/subject-networks

Provide advice on getting an interest group set up, ideas for interest groups or providing additional information about their subject area.

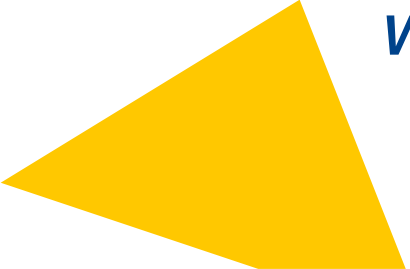


Workshops

Online workshops to support you as a committee member include:

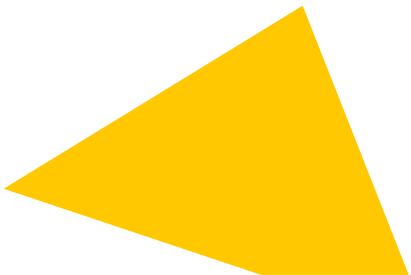
- Motivating members to volunteer
- Organising and running interest groups
- Helping your u3a grow
- Contingency and succession planning
- Finance matters
- Equality, Diversity and Inclusion

Web link: www.u3a.org.uk/members-area/support/workshops



Advice, guidance and support

- u3a Office – info@u3a.org.uk or tel: 020 8466 6139
- The Third Age Trust website: www.u3a.org.uk
- Local/Regional newsletters – Ask to see what you can sign up to
- Your local Networks or neighbouring u3as
- Regional and local events
- [Workshops](#)

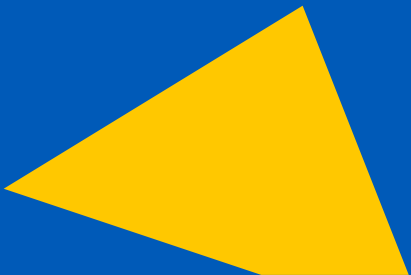


Motivating members to volunteer

The Third Age Trust

Objectives

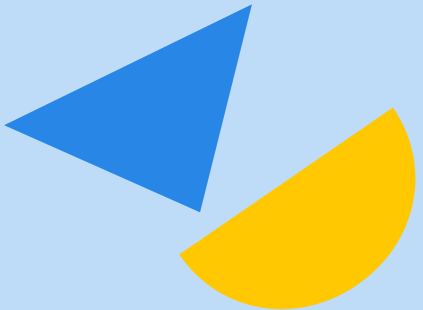
- To recognise the importance of volunteering within the u3a movement
- To identify the challenges of recruiting volunteers
- To understand how to value and retain volunteers
- To share sources of advice and guidance



Remember

Each u3a is run by the members for the members.

Volunteer led and volunteer run, everything we do is done by our members.



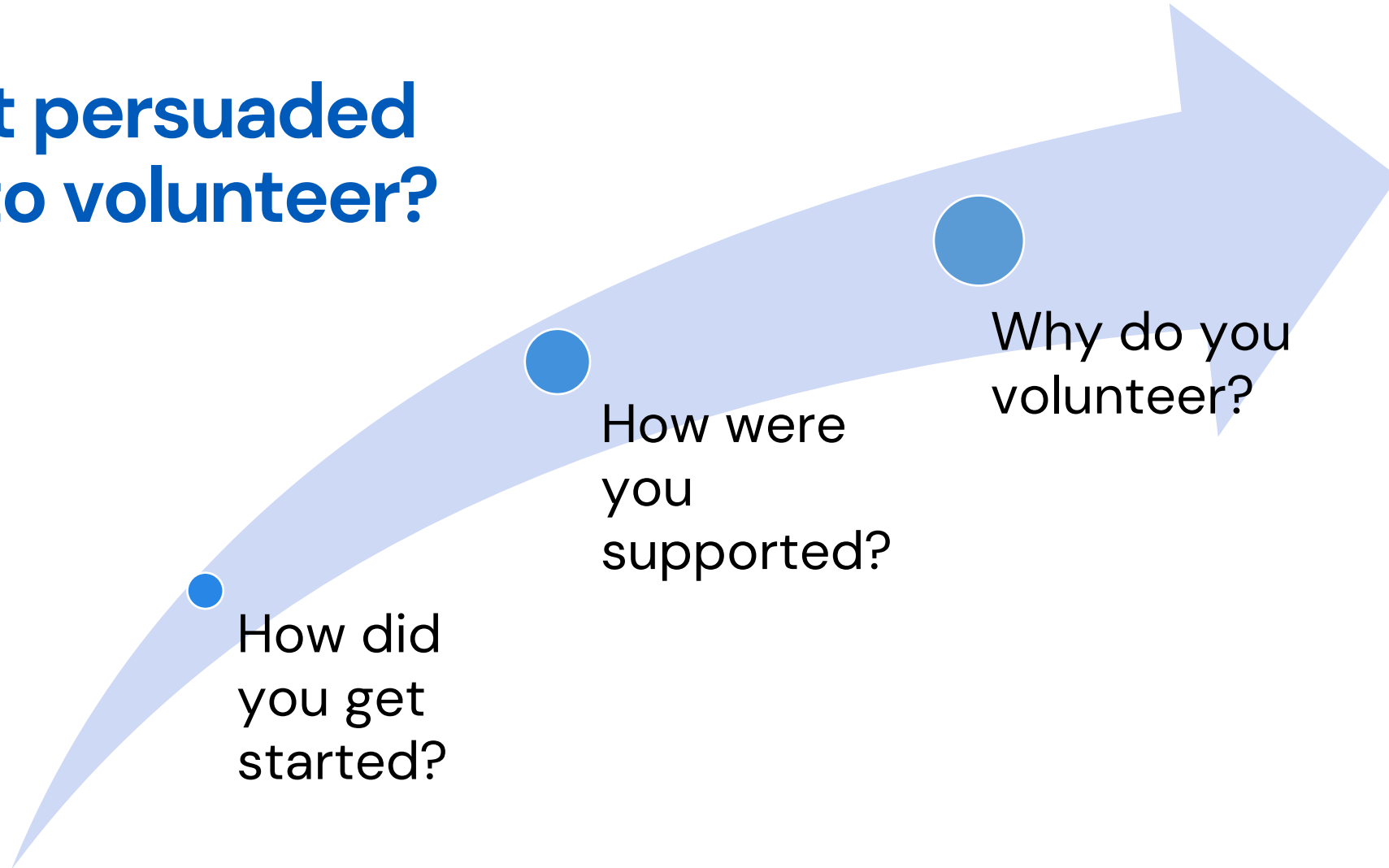
Volunteering & the u3a movement

- Volunteers are essential for operation & growth
- Members volunteer in a variety of ways
- All volunteering support should be recognised and appreciated

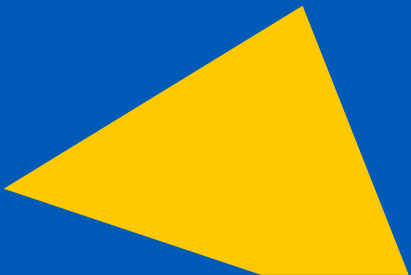


Volunteer motivations

**What persuaded
you to volunteer?**



**What are your biggest
challenges with recruiting
volunteers?**



4 steps to consider / encourage volunteering / recruit and retain volunteers

- **Connect** with members
- **Create** easier paths
- **Communicate** opportunities
- **Celebrate** volunteers



Connect with members

- Start at member recruitment stage
- Host new members' meetings
- Coffee mornings
- Individual approaches



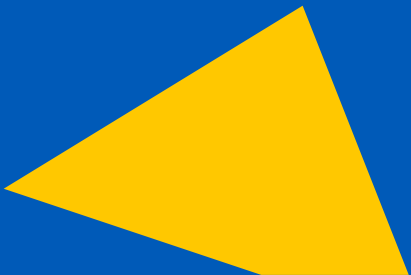
Connect example

Grace attended a summer fair in her area and found the Croydon u3a stand. She saw a list of various groups but realised there was nothing focusing on Africa and she felt a strong desire to fill this gap.

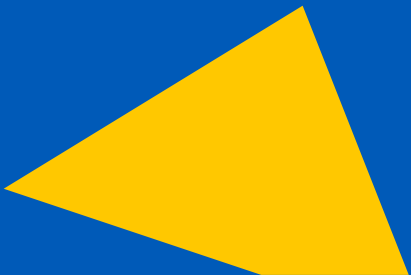
Croydon u3a member Maggie said that if Grace became a member, she could start a group, and Maggie would gladly help her if she wanted her support.

So, Grace joined and started the group.

**Is there a new way your u3a
could connect with potential
volunteers?**



Feedback



Create easier paths



- STAR / RUGs*
- Create rotas
- Share roles
- Micro-tasks
- Remove the unknown
- Nurturing & shadowing
- Increase diversity!

*Specific/Small tasks as required
Really useful groups

Create example

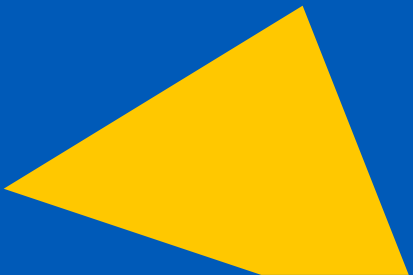
STARs (Special Tasks and Resources) are invaluable for ensuring the smooth running of the general meetings.

The STARs coordinator contacts volunteers to ensure that teams are in place to meet and greet, make refreshments, and set up and tidy up chairs and tables. They have 5 volunteers each meeting.

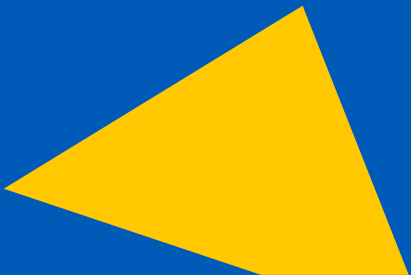
They built up a team of members who were happy to help in lots of ways. It doesn't have to be every week or month, but when they are free – whether that's for a one-off special event or several things throughout the year.

Harborough Welland u3a

**Is there a new way your u3a
could create an easier path to
enable volunteering?**



Feedback



Communicate opportunities

- Sell the benefits
- Regular communications
- Case studies and stories
- Task/Opportunities board
- Newsletter appeals
- The 'nuclear' option



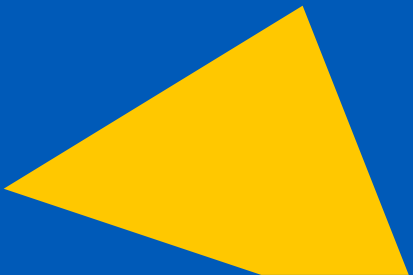
Communicate examples

Monmouth u3a have a great brochure which has a large amount of member stories, including those from group leaders. It has helped develop their volunteering culture.

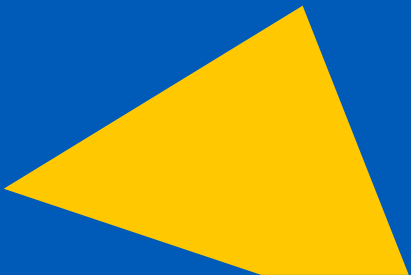


Plymouth u3a experimented by creating a video in which the Chair addressed the sudden and unexpected loss of four committee members, which resulted in volunteers coming forward to fill the vacancies.

**Is there a new way your u3a
could communicate with
potential volunteers?**



Feedback





Celebrate volunteers

- Say 'thank you' and show appreciation
- Celebrate volunteering and raise its profile
- Remember to praise unsung heroes
- Acknowledge when volunteers move on
- Join in with national events
 - Volunteers' Week
 - Trustees' Week
 - u3a Week
- Tell them of the difference they make

Celebrate examples

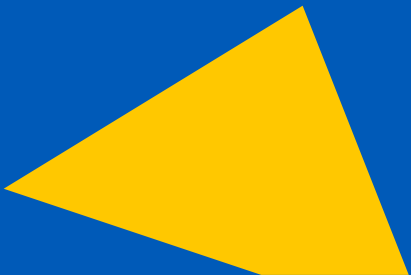


Lymm & Thelwall u3a hold an annual 'Thank You Lunch' for all members who volunteer. This includes Group Leaders, meeters and greeters, members of working parties, and support groups.

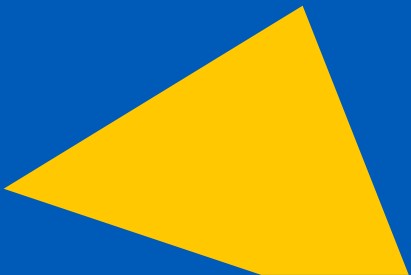
Afterwards, some members took on new roles they learned about during the lunch.

Volunteers were also celebrated and thanked in their newsletter, website and on social media.

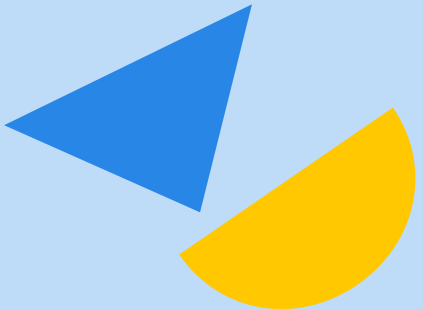
**Is there a new way your u3a
could celebrate volunteers?**



Feedback



Retaining volunteers



Retaining volunteers

- Provide quick and friendly induction and offer peer support/buddying/shadowing
- Reimburse expenses where possible
- Hold role relevant meetings (e.g. Group Leaders/Convenors meetings)
- Keep tasks simple, clear and flexible
- Recognise their impact, no matter how small it may be

Retaining volunteers

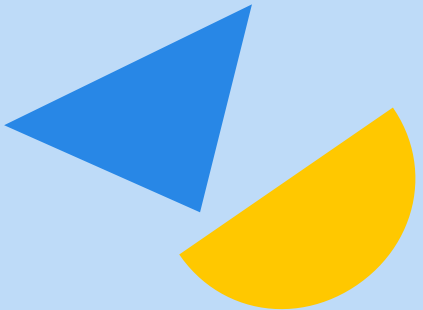
- Organise social events for volunteers
- Promote teamwork and mutual understanding
- Speak to volunteers about how they are doing/are feeling about their role/ task
- Be sure to address any niggles or issues they are facing
- Manage any conflict early
- Consult your volunteers about decisions that affect them to get their feedback and buy-in

Feedback



Recruitment and Retention Toolkit

A helpful resource developed by
and for u3a members

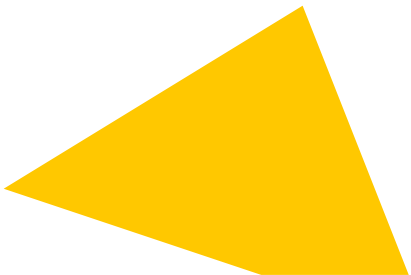


Some of the tools available...

- Market research: People who have recently left full time work
- Measuring the effectiveness of your website and social media
- How to retain current u3a members
- Preparing to recruit new members checklist
- How to enrol and welcome members

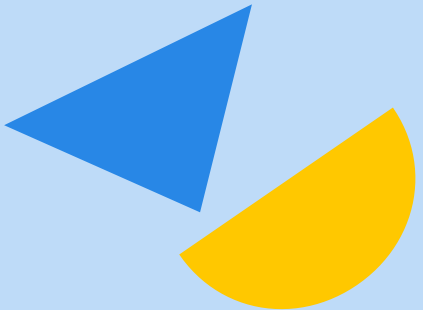
Advice, guidance and support

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- Local/Regional newsletters – Ask to see what you can sign up to
- Your local Networks or neighbouring u3as
- Regional and local events
- Workshops – National and local workshops



Thank you!

Any questions?





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Website: u3a.org.uk
Socials: @u3auk

