

Marketing policy

Policy objectives

The principal objective of U3AC's marketing policy is to ensure that U3AC's membership reaches, and is maintained at, the level that Council may determine from time to time, in terms of both the number of members and also its constituent demographic.

Any 'hard to reach' groups that may not currently be represented in the same proportion as found in our local population will be particularly targeted.

In promoting the benefits of U3AC membership, U3AC's marketing will include the full range of U3AC's activities, including its intellectual, physical and social activities, whether these take place at U3AC's premises or elsewhere (including those activities accessible to members over the internet by Zoom or similar).

Marketing activity

Overall management of U3AC marketing is the responsibility of the Marketing Officer, who will report on marketing activities to Council as Council may require.

Marketing activity will fall into two main categories:

1. Direct marketing to the public to promote membership. The focus will be seasonal, with most activity taking place in the run-up to the summer membership drive, but with other marketing activity taking place throughout the year.
2. The continuing development of relationships with organisations that are a potential source of U3AC members, and which may possibly also enhance members' experience of U3AC.

Direct marketing

- Promotion of the annual Open Day, including the preparation of marketing material and its distribution (to be coordinated by the Marketing Officer).
- Organisation of the Open Day itself (undertaken by the Marketing Officer with the support of the Office and volunteers from among the U3AC membership).
- Preparation of other promotional material communications and messaging, for use long-term and also over the peak period for membership renewal.
- Creating and maintaining a portfolio of photographs that can be used for marketing purposes.
- In the longer term, establishing a significant online social media presence.

Relationship-based marketing

Establishing relationships with organisations whose members may be interested in joining U3AC or in becoming tutors or lecturers, and those organisations that could raise the profile of U3AC and directly or indirectly contribute to its promotion.

General procedures

- The membership will be encouraged to publicise U3AC informally among friends and family who may be interested in the organisation.
- Ideas for new marketing initiatives from the membership will be welcomed and, in the first instance, reviewed by the marketing officer.
- It will be made clear that the success of marketing initiatives will depend on the support provided by member volunteers.
- All written marketing material intended for public circulation should be approved by the Marketing Officer before release.

Approved by Council: 20 December 2022

Next review date: October 2024