

Marketing policy

Purpose

The primary aim of U3AC's Marketing Policy is to ensure that all marketing reflects the organisation's values, is consistent with the aims of the charity as detailed in its constitution, complies with charity and other relevant laws (including data protection requirements) and supports sustainable membership growth in accordance with U3AC's long-term strategy.

The Council has delegated day-to-day responsibility for all marketing activities and the approval of all marketing material to the U3AC Office. Specifically, all marketing material must be signed off by the Communications Coordinator and the Operations Manager.

This policy applies to trustees, staff and volunteers. It should be read in conjunction with U3AC's other policies, particularly the Communications, Social Media and Internet Usage policies.

Marketing Activity

Marketing must reflect the organisation's ethos of lifelong learning, inclusivity, and community. Communications should be accurate, respectful, and accessible, avoiding jargon and ensuring that information is easy to understand. As a registered charity, U3AC must remain non-political and avoid any content that could be interpreted as endorsing a party or candidate. All marketing should reinforce trust, transparency, and the organisation's commitment to volunteer-led learning. It should also look to reach a broad and diverse audience consistent with U3AC's objectives.

Marketing is likely to fall into two main categories:

1. Direct marketing to the public to promote membership.
2. The development of relationships with organisations that may be a potential source of U3AC members, and which may also enhance members' experience of U3AC.

In addition to the above, every opportunity should be taken to encourage U3AC's members to promote the organisation among friends and family who may be interested in joining as well as propose possible new marketing initiatives.

Direct marketing will include, but may not be restricted to:

- Promotion of the annual Open Day, including the preparation of marketing material and its distribution.
- Various activities as part of the Open Day. These will be undertaken by the Office with support from trustees and volunteers from among the U3AC membership.
- Preparation of a range of promotional material. Where this includes the use of social media, such usage must be in accordance with U3AC's Social Media policy.
- Having an up-to-date portfolio of photographs that can be used for marketing purposes.

Council Review

The Office will report regularly to Council on marketing. Additionally, as part of the annual budgeting process, the Office will submit a proposed marketing plan for the year ahead as well as a report on the preceding twelve months. This report is to include:

- An assessment of the effectiveness of marketing that has been undertaken, including the outcome from the Open Day and any marketing campaigns.
- Evidence to show that marketing has been consistent with U3AC's strategy and aligned with U3AC's brand and identity.
- Details of any member feedback and actions taken in response to such feedback.
- Trends in membership numbers.

Approved by Council: 1 May 2026

Next review date: May 2028