



# U3A Nillumbik Promotional Events

## Information for Marquee/Stall Attendants

January 2022

Marketing has an important role within our organisation - to publicise the wide range of activities that we provide to local retirees and semi retirees and to encourage people to join us. We value your support and hope that you enjoy the time you spend volunteering to assist at our events. Below is some information to aid you, during your shift, to discuss our U3A and the opportunities we offer to 'third agers'. If you have any questions or need advice whilst volunteering, please call either Guy Palmer (0411 520 850) or Judy Vizzari (0407 562 459).

Depending on our venues, we utilise either our U3A marquee (markets, outdoor events) or simply a table and chairs (indoor events e.g. shopping strip arcades). A separate team sets up the stall before the volunteers arrive and remove it at the end of the session.

### **Your role:** *"Why not join Nillumbik U3A?"*

Your role is to encourage visitors to learn what U3As provide (courses, activities, social interactions, etc) and to provide your perspective on the benefits of membership (low-cost learning, something for everyone, etc). **If someone signs up to receive our newsletters, that is good because it means that we keep in contact with them, so that is something for you to encourage.**

**We have prepared a 'suitcase' of material to aid you in your task:**

### **Handouts:**

- Our flyer (newly developed in 2022).
- Our bookmark.
- Our current course list (one page, double sided).

You can see these handouts on [www.nillumbiku3a.org.au/marketing-resources](http://www.nillumbiku3a.org.au/marketing-resources)).

### **Signup sheet:**

- A form will be available for people to sign up to receive our newsletters. Please make sure that they write their email address legibly!

### **Information re courses, class times and locations and more:**

- A list of our courses with current vacancies.
- A longer timetable of our classes, including tutors, locations, etc.
- Our flyer containing our contacts and some information about us.
- Examples of our current newsletters.
- Photos and other printed, laminated material to display blu-tack and push pins provided).

We hope that you enjoy your time and would love to receive feedback following your session. **Thank you!**

Guy and Judy