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### **u3a members create 'toolkit' for retention and recruitment**

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A group of u3a members have created a 'Recruitment and Retention Toolkit' for other u3a members to use.

This project was started by u3a members to support other u3as. From social media to interest groups, u3a members of the group have used their individual expertise and experiences at their own u3as to create the resources.

Paul Martinez, Chair of the Recruitment Working Group, says, "The toolkit is the product of months of hard work. This is a brilliant example of self-help and without this joint effort, we wouldn't have a toolkit to help us retain our existing members and recruit new ones."

Find the Retention and Recruitment Toolkit on our [Sources blog](#) and a downloadable version of the resources are available on [our website](#).