

# Aughton & Ormskirk U3A

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## Advertising Policy

### Magazine

The magazine does not contain any advertisements but may carry information items about events being run by other local organisations whose aims are similar to those of U3A.

### Website

There may be a small number of calendar items concerning events that will be of interest to U3A members. No overt advertising will be carried. Where a reference to a commercial organisation is made it will be entirely relevant to a U3A activity, e.g. coach or travel organisation.

### E-News

E-news is a supplement to the magazine and may inform members about local events that are closely linked to U3A interests.

### Horizons

Advertising of non-U3A events may be done by individual members by flyer only. No table space will be allowed for promotion of non-U3A events. Any leaflets left behind will be recycled.

Advertising of U3A group and social events may be done

- a) by announcements
- b) by leaflets
- c) Tickets may be sold at designated tables
- d) Leaflets may contain relevant information about outside companies

Theatre, Philharmonic, day trips and holidays – outside companies are inevitably involved in certain events, e.g. theatres, coach and travel companies, HF Holidays. All references to events and travel arrangements must be specific to U3A activities.

### Sponsorship advertising in programmes

*This paragraph may be relevant to Drama, Musical Theatre or Choir (performance groups).*

Individual groups may seek advertising in programmes in return for a small financial contribution to offset some or all of the cost of printing. The organisations/businesses approached should either be relevant to the production or be involved in some way with U3A (thus expressing their support or thanks for this relationship).

Copy must be provided by the businesses concerned and must not contain any inaccurate, misleading or offensive words or images. The copy should either be appropriate to the event or from businesses known to or used by U3A. U3A will not endorse the businesses involved.

### U3A advertising itself to the outside world

U3A may liaise with other organisations to promote its membership and activities. This can be by leaflet, articles in the press and by presentation by invitation at outside events. Members also attend suitable local functions (generally free of charge) where it is likely that our target audience will be present. e.g. Park Praise in Ormskirk's Coronation Park, One West Lancs Showcase.

Our promotional leaflets will contain joining information but not individual names. The contact process recommended is to visit Horizons in person, via the website or by Answer Phone number. Leaflets will be updated regularly and printed in sufficient numbers to cover about six to nine months distribution. Leaflets will be placed in public places likely to attract interest. Members will be asked to take leaflets to friends or neighbours who may find U3A of interest. The Communications Committee will regularly review the locations selected.

## **Raffles or other fund-raising activities**

The U3A and its Groups may raise funds for other charities and for the event taking place in accordance with the following conditions:

1. A full and clear explanation of the use of the proceeds of the fund-raising activity must be made known to members taking part. A full and clear explanation of the particular charity's purpose and standing must be made clear to all participants.
2. No members' subscriptions shall be used for the charity
3. All the money raised by the activity (less any legitimate expenses) must be given to the nominated charity.
4. Money raised may be lodged with the U3A Treasurer for security and will be ring-fenced for the specific charitable purpose.

U3A events / functions may hold raffles or similar activities to supplement funds for that particular event. Full and clear explanations of the particular event's purpose must be made clear to all participants in the activity.