

UKNDA – CHRISTMAS NEWSLETTER 2008

Membership of RUSI – a Third off Discount! RUSI (The Royal United Services Institute) has renewed its welcomed concession whereby any active (i.e. paid up) UKNDA members wishing to join RUSI (the UK's premier defence 'think tank') may become a Member of the Institute with **one third off** the quoted price. UKNDA members wishing to take advantage of this generous offer should contact the Membership Manager – Michelle Forward (Google 'RUSI' then go to "*About Us*" then go to "*Staff*") and, when providing their personal details, identify themselves as a UKNDA member. This offer is exclusive to UKNDA members and should not be publicised outwith our own membership.

SITREP on the development of the UKNDA Nationwide.

Hopefully the majority of you will have heard of the UKNDA National Development Project led, for the time being, by Dave Tisdale, the National Development Manager, who can be contacted on ndm2@uknda.org

The overriding principle in our national campaign to create local/regional branches throughout the UK has been to 'Keep it simple' to recruit new members and increase UKNDA funds. Gratifyingly there have been many replies from members across the country which has led to a steady broadening of the available core support. However, we still need more volunteers, especially from those in areas not yet covered and to offer support where branches are now in place or just starting up.

To date (2 months into the project) we have 3 new branches up and running in Wiltshire, Northumberland and Nottinghamshire. In addition, much interest has been demonstrated in other areas too, most notably, Lincolnshire, New Forest, Chelmsford, Colchester, Ribble Valley, Perth in Scotland and Belfast, Northern Ireland. We have also had some embryonic discussions with overseas members.

Amongst those who have become involved a strong sense of enthusiasm is clearly evident and many new ideas and initiatives have been either put into practice or discussed. Not least among these have been to man UKNDA stalls at local events, have flyer campaigns, place local adverts in shop windows and on notice boards, use of Face Book, contacting family, friends and colleagues by letter and generally networking and 'spreading the word' about the UKNDA as widely as possible.

The detail of what's involved can be obtained from Dave Tisdale. Please be assured it is not an onerous process and can be rewarding and interesting - not to say very beneficial to the UKNDA in developing a mass nationwide membership. Please, if you have not yet registered your interest in this worthwhile and progressive initiative, do so now and ask Dave for details at the e mail address above.

RESULTS and ANALYSIS of the UKNDA Members' Survey.

UKNDA released its first membership e-mail survey on Sunday 16th November. The survey invited both Members and Registered Supporters to comment on a broad spectrum of UKNDA matters - from seeking opinion on our primary purpose, to reviewing membership benefits and the contents of our website and e-newsletters.

The survey also contained questions the answers to which have allowed us to get a better understanding of the profile of UKNDA members and supporters.

A quarter of all Members & Registered Supporters completed the Survey and the results, including the quality of comments made, have surpassed all our expectations. We are now analysing the results and will share comprehensive details with you in our next Newsletter (and on our web-site).

VISIT OUR WEB-SITE MORE OFTEN

Major news stories about Defence & our armed forces are posted regularly on the HOME PAGE of our web-site: www.uknda.org so it is worth visiting the web site at least once a week.

TRAWL YOUR ADDRESS BOOK – ASK EVERYONE YOU KNOW TO

Support our armed forces

Our membership numbers are increasing, but only slowly. A few weeks ago I tried an 'experiment'. I trawled through our family address book and then wrote to 100 people, our family, friends and colleagues. To date 3 of those to whom I wrote have signed up as REGISTERED SUPPORTERS, 2 have signed up as full MEMBERS – one has signed up as a LIFE MEMBER and one more promised to sign up as a LIFE MEMBER as soon as his funds improve. I estimate that after deducting costs of the paper and printing ink for the 100 letters (and about three hours of my time – free), the UKNDA has gained at least 3 or 4 members and at least £112. If all members and supporters did the same then all of our troubles would very soon be little ones. At the end of this newsletter I attach a copy of the letter that I wrote – on every one of each I hand-wrote the name of the person addressed, signed it – and added a further brief personal message tailored to the person concerned. Please feel free to download/copy the letter I wrote and adapt and send it out as coming from you. Over the next few days and weeks many of you will be sending out dozens of Christmas cards. **I invite you to include with those cards a letter from you inviting them to join our SUPPORT OUR ARMED FORCES campaign (& join the UKNDA) – or you could take the slightly less time consuming option of just including with your cards a copy of our 'one page advert' – a copy of which is also at the end of this Newsletter.**

Looking Forward to 2009.

2009 will be very important to the UKNDA and to the Country because the attitude and policies of the various political parties towards "Defence and our Armed Forces" will be firmed up at the Party Conference Season in the autumn. Fairly soon thereafter (if we don't get a surprise one sprung upon us first) will come a General Election. The UKNDA will concentrate all our resources towards that time.... so the more members we acquire the more impact we will be able to make.

I and all my colleagues hope that you and yours all have a wonderful Happy Christmas and a prosperous and healthy New Year. Then stand by, refreshed and relaxed, to gird up your loins for the challenges ahead.

Our very best wishes to you all –

John Muxworthy

CEO UKNDA