

UKNDA - MONTHLY NEWSLETTER – JULY/AUGUST 2008.

(Sorry, No coloured logo – this saves on pixels and transmission time)

July has been a very busy month for your Executive Team that comprises me (CEO), David Robinson (Company and Membership Secretary), Andy Smith (PRO), Mike Morrison (Treasurer) – and Andy Coley, Webfeet's technical Director and our web-site manager. Here, as succinctly as I can – my report for the month.

AUTOMATIC SYSTEM FOR RENEWAL OF SUBSCRIPTIONS DUE.

Andy Coley has devised and activated an automated system whereby everyone who has paid an annual subscription will receive an e-mail reminder two weeks before his/her renewal of membership subscription becomes due. (Non-PC members will receive a postal reminder). If your subscription is not renewed the member will then receive a reminder when the membership actually expires – and then a further one (if still not paid) a month later. This system started last week and is working well – except that a few members seem to have some difficulty in choosing their options – i.e. paying 1, 2 or 3 years in advance – or changing to LIFE membership. **Please try not to make multiple entries** – while you will ONLY BE CHARGED ONCE, multiple entries give the Membership Secretary a headache.

A UKNDA NATIONAL DEVELOPMENT MANAGER. Graham Edmonds has agreed to take on the post of UKNDA National Development Manager charged with developing and expanding a network of UKNDA branches throughout the UK. This will be a challenging task that will require careful planning. **As a first step, members who would like to see and help in forming a local branch in their area, please send their names and location to Graham at his new UKNDA e-mail address which is: ndm@uknda.org** Depending on the initial number and location of volunteers and areas identified Graham will produce a development plan. **Please send him your names** and then WATCH THIS SPACE for developments.

PR INITIATIVE IN AUGUST – We plan to use the 'silly season' of August when the media are desperate for newsworthy stories to provide them with just that. We shall be working with COMRES – the firm who conducted our Poll of MPs (the next follow up one will be in six months time) on a PR initiative that will, we trust, raise and keep 'Defence' (and the UKNDA) in the media's sights.

PARTY CONFERENCE SEASON. The UKNDA will be holding a 'fringe meeting' at each of the four Party Conferences to be held each weekend during September in the following sequence: UKIP - Bournemouth & then the next w/e LIB DEMS also in Bournemouth. The LABOUR Party will then be in Manchester and on the last w/e of September the CONSERVATIVES are in Birmingham. PRO & CEO will attend all our fringe meetings with speakers drawn from our long list of Vice Presidents and, of course, our President, Winston S Churchill.

Date & venue for the AGM The UKNDA's Annual General Meeting will be held in the Pall Mall room of the **ARMY & NAVY CLUB at 1400 (2 pm) on Monday 13th October**. **PLEASE CHECK YOUR DIARIES** because this is a change of date and venue so that we can be assured of the presence of our President. Those of you who indicated your intention to attend the AGM on its original, 1 October, date please confirm with the Secretary (secretary@UKNDA.ORG) that you can (or cannot) meet the new date. Full details of the AGM will be promulgated in due course.

Celebrities. Our President WSC has very recently written to 86 notable 'celebrities' inviting their support for our *SUPPORT OUR ARMED FORCES* campaign. Already the very well known actors Peter Bowles & Richard Briers and author Frederick Forsyth have 'come onboard'. We now await further developments from the remaining 80+.

The UKNDA Web-site May I urge you, if you haven't done so very recently, to visit YOUR web-site: www.uknda.org and not only catch up with Defence-related news on the Home Page – but to look too at our **LINKS** page and the couple of appeals and other attractions (like the Royal Tournament revisited) that have recently been posted there. Next, in about three weeks time we aim, at long last, to have a **Members-only Forum** going LIVE together with a password protected facility for members to view and amend their details held on the database. When these new facilities are ready you will all be sent an e-mail telling you how they work.

Fundraising. We have calculated that the UKNDA presently (and urgently) needs approximately £200K a year to become financially self-sufficient, efficient and effective. We need at least 6,500 subscribing members to 'break even' financially (and we are only a quarter the way there at the moment) **and/or we must raise the £200K from generous donors**. One such potential donor has already come forward and pledged two annual payments of £10,000 on condition that we find more donors to commit likewise. **We therefore ask you all – if you know any 'prosperous person' well enough to recommend him (or her) to us – please send me (ceo@uknda.org) their names and their postal or e-mail contact details**. Our President will then write to them personally, putting our situation to them and seeking their help.

And now I'll draw to a close, having bet our Secretary that I could get everything onto two sides – I have. Do all enjoy your holidays – come back refreshed, relaxed, and ready for the fray of acquiring many more new members, more donors and working much harder to expand the Association and achieve the purpose that is the UKNDA.

Best wishes - **John Muxworthy** CEO