

# UK NATIONAL DEFENCE ASSOCIATION



**President: Winston S Churchill**

**Patrons:**

Admiral Lord Boyce GCB OBE DL  
Marshal of the RAF Lord Craig GCB OBE MA DSc  
General Lord Guthrie GCB LVO OBE  
Rt. Hon Lord Owen CH

**Chairman & CE:** Cdr. J L Muxworthy, RN

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## NOVEMBER '07 – Post Launch – NEWSLETTER

*Dear Fellow Members and Registered Supporters,*

After a hugely successful launch – for which thank you all for your support – here’s a sitrep (military jargon – “situation report”) of where we’re at and where we’re going with the UKNDA.

### **Membership Numbers:**

Immediately before the launch we had about 350 subscribing members. Five days after the launch we have more than doubled our numbers of subscribers and have more than 150 (and increasing daily) “registered supporters”, a new innovation of non-subscribing people with whom we shall keep in touch. Our target now is 10,000 members and supporters as soon as maybe, and 100,000 within eighteen months – because if we do not rapidly become a mass movement we will lack the necessary ‘clout’ to influence the decision makers of our country – Parliament.

### **Immediate Plans.**

We are working on an action plan to keep ourselves in the public eye and thus increase our membership numbers as quickly as possible.

We are planning an **early personal approach to every single MP** asking them to state their position with regards the defence of this country

and our armed forces. We shall analyse and publicise the results to their constituents, to the Press and on our web-site.

### A Campaign: “S.O.S.” Support our Services

Having taken more professional Media/PR advice we are planning an **SOS campaign** (“Support our Services”) which will involve developing a new web-site linked to our existing [www.uknda.org](http://www.uknda.org) site – the domain name for which (NOT YET OPERATIONAL) will in due course be: [www.supportourservices.org](http://www.supportourservices.org) We would hope to have this site and the campaign up and running within the next two months – earlier if possible. This **SOS** campaign may well include: a Petition to Parliament; - a letters-to-the-Prime Minister campaign; - a write-to-your own MP campaign; - providing (at cost) car stickers (no glue) publicising SOS and; - a request for all viewers/visitors to the site to “Join the UKNDA” These and other ideas are being considered and developed now.

**And now an apology.** Over the past couple of weeks we have received over four hundred new memberships; so many in fact that there just hasn’t been time – other than to take a quick glance – to study and respond to the very many offers of help for the UKNDA. Please be assured that we will review all new memberships and all offers of help.

### **Members: - Please subscribe if you haven’t done so already.**

On checking our membership database it appears that about 25% of those who have completed the membership format are still ‘inactive’ – i.e. we have not yet received your subscription. Although Paypal was – through no fault of ours – out of action over the vital days of our launch (would you believe Paypal were checking us in accordance with EU rules for possible money laundering!) – Paypal is now fully operative. You can therefore subscribe on the web-site by Paypal – **or** please post your cheque to UKNDA Ltd, PO Box 819, Portsmouth, Hants PO1 9FF

### **Updating our existing web-site:**

Responding to some (few) comments about our opening slide show/musical sequence, that – having played its part – is about to be amended to make it less overtly patriotic – tho’ I would point to the fact that the motto of the UKNDA is “**Pro Patria**”.

Do look again at our web-site, which is being constantly reviewed and improved – and, in particular, the ‘**Breaking News**’ facility on our Home Page where we pick up news stories relating to our Armed Forces.

Keep ‘spreading the word’. Sincerely - *John Muxworthy* CE UKNDA