

NOVEMBER 2008 NEWSLETTER

After the recent and hectic flurry of activity when we got out our strategic discussion document “*Overcoming the Defence Crisis*” and our “Annual Report”, and following a most successful Annual General Meeting, we are now back into the cycle of regular monthly Newsletters.

THE UKNDA WEB-SITE

1. **The Members-Only Web-Site FORUM.** This long promised facility now exists and is in the final process of on-line testing. We will be sending out an e-mail announcing the ‘going Live’ of the FORUM in the next few days.
2. **The Renewal Reminder System.** As some of you will already have experienced, we now have an automatic system that checks our membership database and sends out a reminder notice two weeks in advance of members’ annual subscription becoming due. This is followed by a further reminder 45 days later if the membership has been not renewed or if we have not received the relevant subscription either by cheque or Pay Pal. Unfortunately a software error (now corrected) resulted in some members receiving the second reminder within a couple of days of the first. The error has now been corrected and **we do apologise** to those members who may have been rather hastily, or in some cases repeatedly, ‘chased up’ in this manner.
3. We are also aware that a number of members have experienced difficulties with the Pay Pal system. Our Web Master is checking our software after which the Secretary will contact individual members to resolve any problems that might remain.
4. **Checking & Amending Your Membership Data.** At the same time as the new FORUM goes live all members will also be provided with the facility to check and if necessary amend their own (but no one else’s) details on their entry in the Membership Database. Everyone will be e-mailed with instructions as to how to do this when this facility is available. This will be useful to you (and us) when, for example, you change your postal or e-mail address.

THIS ‘QUIET’ TIME OF THE YEAR

With our clocks having been changed and our evenings getting rapidly darker (and some would say gloomier) you would be forgiven for thinking that we have strayed into a quieter time of the year. Much, however, is going on or being planned behind the scenes, including the following two major initiatives.

Developing a Nation-wide Network of UKNDA Local Branches. As announced in earlier newsletters, we are now starting to set up local UKNDA 'branches' throughout the whole UK. This process will be progressed steadily, perhaps working on starting up one or two branches a month, perhaps more if practicable. **Dave Tisdale** is running the opening phase and this is a "Call to arms" or, to be more precise, a **CALL FOR VOLUNTEERS**. Any UKNDA member who would be willing to lead or assist in the formation of a UKNDA ‘branch’ in their local area and **without obligation at this stage, please contact Dave Tisdale at: ndm2@uknda.org for more information**

Membership Survey. Our Marketing & Fundraising Manager – **Paul Berwick** – has produced a Survey/Questionnaire that you may even have received already. The purpose of this survey is to identify and quantify what you want of your Association, what you like and don't like. It seeks your ideas and comments. From all of this with the very clever software at our disposal we will be able to analyse your input and make any changes or amendments necessary to improve the way we do things – all with the aim of achieving the UKNDA's purpose as efficiently, effectively and economically as possible.

The survey takes about fifteen minutes to complete. All members and Registered Supporters with PC/Internet facilities are being canvassed and the more of you that reply the better and more accurate will be the final result. **When, therefore, you receive the questionnaire please complete it at once – or at the earliest possible opportunity thereafter.** Please don't let it become a 'round tuit' – i.e. something that you were always going to 'get around to' – but then never did. When all replies are in and the results have been analysed we will report back to you on our findings and conclusions.

NEARLY CHRISTMAS!

With all that has happened with the continuous and accelerating development of the UKNDA, this year has flashed past. There will be one final Newsletter to come and then we will be into 2009 which will be a crucially important year for the UKNDA and the Nation. We will be focussing especially on the three fundamental issues of **Membership, Money** and **Message**. We shall seek: -

- One: **To increase significantly the rate at which we gain new members. Our target: To achieve a subscribing membership of 6,500 by this time next year.**
- Two: **To achieve financial security and independence for the UKNDA by a judicious mix of increasing income from subscriptions (new memberships) and acquiring new Benefactors (major financial donors).**
- Three: **To make the greatest possible impact on all of our politicians during the year and, in particular, at their Party Conferences in the Autumn. We must convince a majority of all of our Members of Parliament that there are 'Votes in Defence'. Then, and only then, will politicians take action to raise 'Defence and our Armed Forces' in the Nation's list of priorities.**

John Muxworthy

Cdr. RN CEO UKNDA 9 November 2007