**National Active and Retired
Federal Employees Association**

2013 REGION X CONFERENCE
Pigeon Forge, Tennessee

**COMMUNICATING EFFECTIVELY WITH
TECHNOLOGICALLY CHALLENGED MEMBERS**
Larry Henderson (TN) - Facilitator
Wednesday September 11, 2013

14 Members from 5 Federations within Region X
(Kentucky, North Carolina, Tennessee, Virginia and West Virginia)

At the 2010 National Convention in Grand Rapids, a delegate came to the microphone during one of the business sessions and said she did not have a computer, did not want a computer and she was tired of being made to feel like an idiot because she didn't have one. I have thought about that a lot since then and approximately 70 percent of our members still do not have an email address. I believe, as long as a significant percentage of members do not have email, we need to find practical ways to help keep them involved and engaged in the NARFE mission. It seems as though National has done more in that regard recently by including a suggested "call in" script in recent publications and the "Pen to Paper Project" announced by Chris Farrell in the July edition of the NARFE magazine. Although I was disappointed with the "Pen to Paper" response, it was an excellent article and a good way to reach out to a potential advocacy behemoth just waiting to be awakened. That may have happened with the $48,000 Coupon Campaign. During a Protect America's Heartbeat teleconference with Sarah Weissmann on August 21, I asked her for the total dollar value of the coupons collected to date and her response was amazing. With a goal of $48,000 by Labor Day, they had already collected $100,000 in coupons and still had several unopened boxes to count. Reaching such a phenomenal total in such a short period of time had to involve a LOT of the 70 percent and it proves there is potential for tremendous response on other issues. Sarah wants to carry this momentum into "Call Congress Week" next week, and I agree. But I don't think that should be the end; it should be a second step in a continuing effort to keep these folks actively engaged. I believe a fundamental element of this effort has to involve NARFE

leaders in finding reasonable and effective ways to communicate with our technologically challenged members and this setting should be a good place to identify some excellent ideas.

Communications are defined as the various methods of sending information between people and places, especially phones, computers, radio, etc. to share information with others by speaking, writing, moving your body, or using other signals.

Our goal is to identify as many ways as possible to communicate with our technologically challenged members.

Chapter Letters
Personal Letters
Letter Trees
Post
Sunshine Cards

Chapter Meetings
Constant Contact
Meetings Movements
New Chapter Contacts
Personal Visits
Buddy System At Chapter Meetings

Bulletin Boards
Flyers
Senior Centers
Library
Posters

Newspapers
Letters To The Editor
Community Calendar
Announcements
Articles

Training
Computer Training
Follow-On Training
After Meeting Training
Fillable Forms
Tablet-Based Communications

Brochures
Volunteer Mailer
Pre-Prepared Mailers

Telephone
Calling Trees
Cell Phones
Smartphones

Chapter Newsletters
Increase Use
Avoid Limited Distribution

Robo-Calls
Meeting Announcements
"Call Congress Day" Announcements

TV / Radio
Community Calendar
Event Announcements

Cards
Post
Sunshine Cards
Thinking Of You
Get Well
Sympathy
Congratulations

Miscellaneous (TO BE APPLIED TO FULL LIST)
More $$$$$ Needed
Variations
Upgrade
Importance

Devise ways to keep them involved such as the **_"Guide for Advocacy without a Computer"_** and **_"Guide For Using Computer With Answers To Frequently Asked Questions"_** and include it in an edition of your newsletter.