



## **MEMBERSHIP RETENTION - - WHY?**

### **NARFE MEMBERSHIP = STRENGTH IN NUMBERS**

For NARFE to be successful in helping us retain our benefits, we must **RECRUIT** and **RETAIN** a strong membership. **RETENTION** is critical for NARFE to maintain needed leadership.

Most significant membership issue facing the Virginia Federation of Chapters is retention.

If the Virginia Federation was able to retain all, or nearly all, new members acquired each year, the membership would be a significant upward. A few Best Practices are listed below.

- Personally contact each delinquent member. Check M-112 report and updates on NARFE Online Activities Module (OAM) regularly to identify non-renewals and members who have received second notices.
  - A personal phone call or letter will usually get a positive response. Use the local phone directory to look up members phone numbers if not listed on the reports. This will also provide a vehicle to follow-up.
- Send a letter to members that have received a second notice or non-renewal. (Sample of Retention/Recruitment letters can be found under Officer Resources - Tips, Tools, and Templates - Communication Tools)
- Delegate. Get a team to work with you to make phone calls and mail letters.
- Send Birthday/Anniversary cards. I have found that when you remember these special days, members will usually come to chapter meetings and remain a NARFE member. (You can collect birthdates by adding a column on the sign-in sheet for folks to record month and day of birth only). This is also a good reason to call members.

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- Have Quarterly Luncheon meetings to recognize new and renewing members or at the monthly chapter meeting. This could be an Area/District combined chapters meeting.
- Include retention as a specific item at chapter meetings. Allow time for Membership Chairs to report on activities and progress to communicate information and promote the general welfare of the members.
- The VFC provide resources for copying, postage, and stationary. Funding should be included in Area/District Vice Presidents budget.
- Invite Membership Chairs to Area/District Vice Presidents combined Chapter Presidents Meetings.
- Dues Withholding- This is a great tool. Stress the savings by signing up in this program.
- Lastly, be sure to have greeters at every meeting. In my experience, folks will stay where they feel welcomed.

### **WHY WE LOSE MEMBERS**

- New member doesn't get a positive welcoming
- Non-payment of dues
- Insufficient emphasis on Dues Withholding
- Poor Chapter Leadership Example: poorly planned, organized and executed Chapter meetings all have negative effects. Insufficient communication advising members of current information Newsletter- Great tool.
- Difficulties with generational mix (55 and under)
- Lack of Service Officer outreach to the membership
- Chapter meetings are boring and a waste of time, a social club for old people
- No retention plan.

**CREATE A RETENTION PLAN:**

It can be as simple as these four steps.

- WHAT are you going to do?
- WHO is going to do WHAT?
- WHEN are you going to do it?
- HOW are you going to do it?