



VIRGINIA 11 BEST PRACTICES FOR INCREASING RECRUITMENT

1. EYES & EARS OPEN

- ❖ To identify prospective members
 - ✓ By scanning articles in newspapers; newsletters of groups you belong to or for which you volunteer, or for your homeowners' association; freebie magazines with interviews of local businesses, etc.
 - ✓ By initiating conversations with others at games, concerts, plays, airports, the exercise club, art lessons, cooking classes, etc.

2. ROLE PLAY

- ❖ Contacting/talking with prospects you've identified - and discussing NARFE with them or with those you meet at events.
 - ✓ Practice the "NARFE Elevator speech" (At www.narfe.org log in as a Member, click on Online Reports and Forms: Member Recruitment: NARFE Elevator Speech).
 - ✓ Practice the NARFE Talking Points (Legislation: Issues & Position Papers).

3. SOCIAL MEDIA

- ❖ Find prospects and to publicize NARFE and your Chapter
 - ✓ Create a Facebook or Google Plus page for Chapter
 - ✓ Post meeting and activity notices
 - ✓ Mention NARFE activities in your personal Facebook/Google Plus page, or in Tweets, and your Federal work background in your LinkedIn, Facebook, etc. profiles.
 - ✓ Search Face Book, etc. - for profiles mentioning Federal agencies.

4. MATERIALS TO HAND OUT TO PROSPECTS

- ❖ Give each attendee at Chapter meetings
 - ✓ Several packets of brochures and applications (available from HQ) to keep in car
 - ✓ Print out the one-page "Legislative Accomplishments" at www.narfe.org.
 - ✓ Provide discount lunch coupons for attendance at luncheon meetings.

5. PERSUASION

- ❖ Convince prospective members to join by noting that, along with their house, their pension and benefits are their most important assets. Just as you carry insurance on your house, NARFE can be viewed as a form of insurance for your earned pension and benefits.
 - ✓ Dispel the idea that NARFE is a union. Rather, it advocates for the earned benefits of Federal workers and keeps NARFE members abreast of Congress' actions.
 - ✓ Forward GEM emails and interesting issues of Newswatch to prospects
 - ✓ Provide incentives to join now (e.g. a discount on member dues or free lunch for 1st time attendees to a meeting)

6. INVOLVEMENT IN LOCAL COMMUNITY OR CHARITY-RELATED ACTIVITIES

- ❖ Participate as a Chapter/team
 - ✓ Blood drives
 - ✓ 5K runs for MS/cancer
 - ✓ Sponsor water stops - for runners, bike riders, etc.
- ❖ Local 4th of July or other parades
- ❖ Conduct food drives for local homeless shelters, abused women or children facilities, free health clinics
- ❖ Wear NARFE shirts, hats - IF appropriate

7. EXPAND YOUR PROGRAM TOPICS TO ATTRACT NEW MEMBERS

- ❖ Speakers
 - ✓ Museum Curator
 - ✓ Fishing Captain
 - ✓ Sports Figure
 - ✓ Meteorologist
- ❖ Activities
 - ✓ Hold a wine/brewery tasting
 - ✓ Do a behind-the-scenes tour
 - Theater
 - Sports Venue
 - Specialist Medical Facility
- ❖ Post meeting and speaker info and photos on your Federation web page
- ❖ Post flyers at libraries, community centers, coffee shops, post offices (if allowed)

8. ACTIVITIES/EVENTS OUTSIDE OF MEETINGS

- ❖ Examples
 - ✓ Hikes
 - ✓ Bike rides
 - ✓ Fishing trips
 - ✓ Kayaking
 - ✓ Skiing
 - ✓ Trips to a ball game, music festival or play
 - ✓ Antique crawling
 - ✓ Visits to zoos or museums
- ❖ Current workers often can't attend Chapter meetings, but might be able to participate in activities on weekends or evenings (and might then join the local chapter when they do retire).
- ❖ Many newer retirees don't want to attend traditional meetings, so provide alternatives.

9. IDENTIFY CHAPTERS WITH CURRENT WORKERS AND FEDERAL AGENCIES IN THEIR AREAS

- ❖ Attend retirement parties, and present a recognition from NARFE for X number years of service, a NARFE magazine, NARFE applications and brochures, and a small "retirement" gift (a golf ball, sheet music, cookbook, garden seeds, theater brochure, etc.) re their post-retirement activity.
- ❖ Ask members to contact 5 active employees they know.
- ❖ Invite speakers for Chapter meetings from Federal agencies in your area.
- ❖ Attend Conferences/Workshops open to the public sponsored by local agencies - and chat with others sitting around you to identify current employees.
- ❖ Encourage Chapter active members to leave NARFE magazines/brochures on their desk.

10. SET GOALS IN YOUR CHAPTER

- ❖ Set a member goal (e.g. 5% of current membership, OR each one recruit one, etc.)
- ❖ Map out a plan for finding, attracting, persuading new recruits.
- ❖ Hold a prize drawing among all Chapter members who recruited another member.

11. SPONSOR POLITICAL DEBATES AND/OR ISSUES FORUMS

- ❖ Perhaps jointly with other Chapters
- ❖ Topics
 - ✓ Proposed "Chained CPI"
 - ✓ Changes In Medicare
 - ✓ Affordable Care Act
 - ✓ Other Major Legislation