



**National Active and Retired
Federal Employees Association**

**2013 REGION X CONFERENCE
Pigeon Forge, Tennessee**

MEMBERSHIP

**Rhonda Mooney (TN) - Facilitator
BJ Thomas McMillan (VA) - Facilitator
Wednesday September 11, 2013**

➤ **TRAINING MODULE SUMMARY**

- Send letter to members out of area with Information on chapters) in their new area
- Offer free lunch to prospects who attend first chapter meeting and join at meeting
- Create /provide hand-out with complete list of local chapters in Federation areas / districts
- Obtain NARFE tablecloths for use at recruitment events
- Create business cards with NARFE HQ and local contact information and brief description of "What Is NARFE"
- Magnetic logos / signs for automobile (TN Federation)
- Raffle drawings for gift cards for new prospects¹ at each meeting
- Monetary drawing at each chapter meeting to encourage members to attend
- Auction gift baskets at chapter meetings

- Leave extra copies of NARFE magazine at Doctor / Dentist offices
- To begin a free subscription to NARFE magazine for a public library - - -
 - ❖ Get permission from the library to start the subscription
 - ❖ E-mail Jackie Bryant at jbryant@narfe.org with the following information:
 - ❖ Name of library
 - ❖ Contact person
 - ❖ Address of library
 - ❖ Telephone number of library
- Dispel the idea that NARFE is a union
 - ❖ Emphasize that its mission is advocacy for the earned benefits of Federal workers
 - ❖ NARFE is an information-providing entity for its members
 - ❖ Protecting our earned benefits
 - ❖ Spreading more accurate information about what Federal workers do
 - ❖ NARFE is part of your preparation for retirement
- Emphasize the "Benefits from joining NARFE"
 - ❖ NARFE's Current Focus
 - ❖ Magazine
 - ❖ Affinity Partners
 - ❖ Hotel Discounts (which are sometimes greater than those for AARP or AAA)
 - ❖ NARFE Premier Federal Credit Union
 - ❖ FEEA Scholarships
 - ❖ Donations To Alzheimer's Research
- Emphasize NARFE Dues Withholding
- Joint Chapter Meeting (with elected representative as speaker when possible) - also a good recruiting tool

- Retention
 - ❖ Good Chapter Service Officers should create list of useful agency information
 - ❖ Include articles from Service Officers in Chapter newsletter

- Top quality newsletter may increase attendance at chapter meetings
 - ❖ Should include a full list of speakers for a full year (if known)
 - ❖ Combine chapters on application for a bulk mailing permit
 - ❖ Distribute newsletter electronically (e-mail) or social media (FaceBook, etc.)

- Telephone
 - ❖ Robo-Calls - six cents per call
 - ❖ Dial My Call - ten cents per call

- Evening meetings in summer

- Create Chapter/Federation pages on social media
 - ❖ Send alerts
 - ❖ Post calendar
 - ❖ Create simple webpage
 - ❖ Send other reminders

- Work with local Blue Cross/Blue Shield and other healthcare groups to obtain notice of open season health fairs