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To: NARFE Members

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NARFE – AS IT WAS, IS, AND CAN BE

Recently, once again, we learn of another NARFE Chapter closing. A scenario which we no longer find surprising. Regrettably, NARFE is experiencing closing of chapters as the membership ages. These very members are responsible for the success of NARFE as it grew, into many strong chapters, over the years. Aging, physical and other limitations, however, prevent attendance and active participation and the chapters with which they are/were affiliated also suffer. Hence, NARFE and many other national, local, service clubs, and chapters are experiencing "membership loss", at an alarming rate.

We continue to refer to the "baby boomers" as the rescuers of our dilemma. Baby boomers are those born approximately between the years 1946 and 1964 which was the post-World War II baby boom. These "baby boomers" in many cases, are already leading our NARFE chapters. We need additional reinforcements. They are out there, lots of them, we just don't recognize who they are.

The Millennial Generation, sometimes referred to as Generation Y millennial born between 1981 and 2001 (18–30 years of age), the largest generation to date, are the children of the large "Baby Boomer generation," and Generation X born between 1965 and 1980, (31–45 years of age - unlike any other generation, grew up during the "digital age" are not drawn to attending meetings.

However, there is good news on the horizon, in that we (NARFE) can/will evolve and progress with Gen X and Y, and "Baby Boomers" to all fit in and work together. We need, first, to understand their needs, not ours. We need to focus on the newer generations, for NARFE to survive and grow, and they play by a different set of rules. Yes, they are willing to participate, are energetic, but their approach is somewhat new to us. We need their energy, we need each and every one of them. How we do business will change, we must change, to accommodate and encourage growth, not just survival. Then we just need to hold on for a very exciting ride!