

# **NARFE**

## **Marketing Department Update**

**Region X Conference  
September 2015  
Virginia Beach, VA**



# Marketing Department

**Department established November 1, 2014**

## Objective:

- Maximize NARFE Membership and Revenue

## Responsibilities:

- Membership Marketing
- Fundraising
- New Business Development
- Market Research
- Product/Benefit Development

# Marketing Department

**Two new hires were made, adding additional resources and expertise:**

- Deputy Director, Membership Marketing – responsible for recruitment, retention and fundraising
- Deputy Director, New Business Development – responsible for affinity partnerships and sponsorship

# Marketing Department

**As a team, and working across departments, we are:**

- Recrafting and rebuilding our affinity partner and sponsorship programs to grow non-dues revenue
- Analyzing, further targeting, and testing to find growth opportunities within our fundraising programs
- Creating new product/benefits to attract new members and retain them

# Marketing Department

## **we are:**

- Building NARFE awareness via millions of exposures to our advertising -- 8.6 million impressions 2015 through July
- Utilizing new methods to build our prospect file and convert them to paid members
- Finding new efficiencies which allow us to better allocate our marketing budget

# Marketing Department



## **New Business Development**

As we work to become more attractive to a new generation of federal employees and retirees, we must become less dependent on dues revenue

# Marketing Department

## New Business Development

- Developed a program and brought sponsors, for the first time, to the 2015 Legislative Conference
- Created new, affinity partner promotional programs -- to alert members to discount opportunities and grow participation
- Eliminated under-performing partners

# Marketing Department

## New Business Development

- Added five new partners, with two additional in active development and a growing list of prospective partners
- Developed a program for the 2015 Federation Presidents Meeting, delivering eleven sponsors who took advantage of fifteen separate opportunities
- Developing a new website advertising plan



# Marketing Department

## Product / Benefit Development

In our efforts to attract and retain new members, we must develop new products/benefits which provide the guidance and information federal employees and retirees seek, in formats they embrace and which best suit the content being delivered

# Marketing Department

## Product / Benefit Development

New product must be “hard working” – delivering in the following categories:

- Recruitment and/or Prospecting Tool
- Retention Tool
- Non-dues Revenue Generating

# Marketing Department

## Product / Benefit Development

Research to-date has indicated that prospective active and retired employees alike are most interested in receiving:

- Expert information and guidance on their federal benefits.
- Answers to their federal benefits questions

# Marketing Department

## Product / Benefit Development

Have contracted with Tammy Flanagan



- NARFE Member(Chapter 1270, Woodbridge, VA)
- Senior Benefits Director, National Institute of Transition Planning  
(Approximately 150 pre-retirement seminars per year)
- Weekly Columnist, Government Executive
- Experienced Webinar Presenter
- Regular *narfe* Magazine
- And More...

# Marketing Department

## Product / Benefit Development

Twelve-month contract includes:

- ▣ 2 *narfe* magazine feature articles
- ▣ 4 new, one-hour webinars immediately followed by one-hour Q&A (2 pre-retirement, 2-post retirement)
- ▣ 4 updated, live presentations of above
- ▣ 2 one-hour conference engagements (seminars)
- ▣ 6 one-hour online chats (live Q&A)

# Marketing Department

## Product / Benefit Development

Initial focus on Webinars

- ▣ Free to members
- ▣ \$40 “view and join” for non-members
- ▣ Advertised online and via email to prospects
- ▣ Sponsored

Recruitment Tool, Retention Tool, Brand Exposure, Non-Dues Revenue

# Marketing Department



## Membership Marketing

We are fighting a tough battle on three fronts:

- Access
- Interest
- Member Deaths

# Marketing Department

## Membership Marketing

- Reported Member Deaths
  - Ave 25.5 per day
  - Ave 776 per month
  - Tracking to loose 9,308 in 2015
  - 14% more than 2014
  
- **Important Note:** Reported Deaths Only – anticipate another 50-100% go unreported



# Marketing Department

## Membership Marketing

### Access – Issues

- Growing difficulty gaining access to federal buildings – decision making at the local level
- Very limited lists of federal employees and/or retirees beyond that provided two-time per year by OPM

# Marketing Department

## Membership Marketing

### Access – Response

- Prospecting Online (generating our own list) – adding 2,400 new prospects and generating over 1 million impression of the NARFE brand, directly to our target market, per month
- Continuing to test new, compiled list
- Will soon also be using advertising to attract webinar and online chat participants / members

# Marketing Department

## Membership Marketing

### Interest – Issue

- OPM mailing response has been the bellwether of declining interest
  - Fall 2005 – 9.2%
  - Fall 2007 – 7.7%
  - Fall 2010 – 6.9%
  - Fall 2012 – 3.9%
  - Fall 2014 – 3.1%
  
- Research has supported a lack of interest in advocacy efforts and participation

# Marketing Department

## Membership Marketing

### Interest – Response

- New product / benefit specifically designed to interest and attract new members
- More and more attractive NARFE discounts (affinity program)
- Increased advertising to build NARFE brand exposure – highly targeted, offering highly relevant NARFE content
- Continued research to monitor prospective member needs
- Evolve NARFE to entice and welcome a new generation of members while continuing to support and value existing members

# Marketing Department

## We continue to:

- Be driven by research
- Develop benefits to meet identified needs
- Build brand awareness – exposure, exposure, exposure
- Recruit and prospect where the potential members are (and where we can get access) -- online
- Grow non-dues revenue to support association objectives

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