

NARFE

Business Development Update

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



Introduction

Jennifer Bialek, Deputy Director, Business Development

- I currently live in Northern Virginia with my husband and three children.
- My mother was actually a career Naval Officer
- I joined NARFE in February 2015
- Over 10 years experience in Business Development with an Association
 - Responsible for increasing revenue by 70%

Affinity Partners, Sponsors and Advertisers

Affinity Partners, Sponsors and Advertisers

- Affinity Partners – companies offering a discount on products or services for NARFE members. Partnership includes a revenue share back to NARFE.
- Sponsorship – when a company pays for brand exposure in front of an audience (i.e. speaking time or logo exposure).
- Advertising – a print or electronic advertisement placed in a magazine or on a website.

Packages

Often Affinity Partners will sponsor something at an event to showcase their product and remind members of the discount. They also may place an ad in the magazine or website to market their product to members who get the discount.

Sponsors may also advertise to further get their brand out to our members.

Packaging these opportunities together is key.

Affinity Partners

Review of all Affinity Partners:

- Review contracts to make sure they are benefiting the members as well as the association.
- Evaluated the portfolio and found 4 companies were of no interest to our members
- Developed a contract template for new partners going forward establishing a standard set of terms and conditions for both ourselves and partners.

Marketing Department

Affinity Partner Logo



- Developed an Official Affinity Partner logo for partners to use that tells members, this is not from NARFE but from one of our official partners, which is an important difference.

Build an Affinity Partner Promotional Plan

- Redesigned Member Perks section of *narfe* magazine and NARFE website to better promote the discounts and make the experience more user friendly

Protecting the Future for ACTIVE AND RETIRED FEDERAL EMPLOYEES
National Active and Retired Federal Employees Association

Home | **MEMBER LOG OUT** | NARFE Blog | Departments | My account | CONTACT US

Save Money with Member Perks

NARFE appreciates your service, and so do businesses across the country. Whether you're planning your next vacation or planning for retirement, members can save money on everyday purchases thanks to our Affinity Partners. It's just one more way we're able to say "thank you" for being a NARFE member.

Check back often, new benefits are being added regularly!

FINANCE & LEGAL

LegalShield
877-422-5449 | www.legalshield.com/narfe
Whether it's a big, small or somewhere in between, you have affordable legal help when you need it. With your LegalShield plan, you or your family members can contact your lawyer any time you need legal advice or assistance, even 24/7 for covered emergencies. All law firms are local to your specified state. NARFE members receive the discounted rate of \$19.99 for individuals and \$19.99 for families of 10 (two adults and up to 8 children) when you sign up through the website above.

IDShield
877-422-5449 | www.legalshield.com/narfe
LegalShield along with IDShield will monitor more of what matters. We monitor your identity from every angle, not just your Social Security number, credit cards and bank accounts. We make sure everything connected to you is safe, including your passport, email, phone numbers, drivers license number, medical ID and more. If any change in your status occurs, you will receive an email update immediately. This takes the bulk of the work required to restore your identity off of your shoulders, placing it in the hands of a licensed Fraud Investigator. NARFE members receive the discounted rate of \$9.99 for individuals and \$19.99 for families when you sign up through the website above.

NARFE's Official Credit Union
800-325-1500 | www.narfeprfemfcu.org
As a member of NARFE you are eligible to join NARFE Premier Federal Credit Union, serving active and retired federal employees and their families since 1923. The credit union puts members first by offering the most secure, high interest checking accounts, the latest in technology including mobile banking and the ability to deposit a check from your smart phone! NARFE Premier FCU a Online Banking and Bill Pay is secure, fast and very user friendly. The credit union offers members nationwide access to more than 5,000 shared branches and 95,000 surcharge-free ATMs. Accounts are insured by FDIC up to \$250,000.
NARFE Premier Federal Credit Union is a member-owned, national provider of financial solutions. Our employees are dedicated to providing valuable financial products and services to members and their families.
Visit us at www.narfeprfemfcu.org and click on "Become a Member" or call us any time at 800.325.1500

INSURANCE

GEICO
800-669-2714 | www.geico.com/narfe/mfr
National partner, GEICO, continues to offer a special discount opportunity for members of NARFE. To find out how much you could save, visit www.geico.com/narfe/mfr or call 1-800-368-2714 and mention that you are a NARFE member. Make your current coverage information available in order to receive a comparable quote. On top of a great discount, your customized quote will help benefit NARFE's cause and initiative.

NARFE Insurance Services
800-222-8764 | www.narfeinsurance.com
Designed and administered by Mercor Consumer, a service of Mercor Health & Benefits Administration LLC, exclusively for NARFE members, senior age whole life, term life, Medicare supplements, hospital nursing care, vision with vision by insurance, dental insurance, accidental death and dismemberment, cancer care, enhanced dental insurance and long-term care.

MOVING SERVICES

Belton Van Lines
800-448-6322 | narfe@belton.com
All NARFE members will receive contracted pricing for interstate shipments. This will apply to packing, transportation and full value coverage against damages. In addition Belton Van Lines can assist with in-state shipments, local moves, and international moves with competitive pricing and quality service. Please mention you are a NARFE member and we look forward to providing you with a stress-free relocation from start to finish. Call or email us today to start your relocation process. 800-448-6322 | narfe@belton.com Please mention you are a NARFE member.

Wheaton World Wide Moving
800-244-7621 | narfe@wheaton.com
At Wheaton, we know interstate relocating is much more than trucks and boxes. Moving is not simply an address change. It is a life change. With a network of top-quality agents throughout the United States, Wheaton provides peace-of-mind with every relocation. As a NARFE member, we will offer you benefits to help you have a positive interstate relocation experience. To start the moving process please call or email us. Call 800-244-7621 or narfe@wheaton.com. Please let us know you are a member of NARFE.

NARFE MERCHANDISE

NARFE General Store
855-261NARFE (855-266-2732) | www.narfegeneralstore.com
As the official provider of NARFE merchandise, the NARFE General Store offers NARFE-approved name badges, business cards, customizable tpg products and plaques. Check out our online catalog.

TRAVEL

TRAVEL DISCOUNTS

WORLDWIDE TRAVEL DISCOUNTS
www.narfe.org/travel
NARFE is pleased to offer its members an exclusive travel discount service. Savings may exceed 30%, and average 10-20% below-market on all hotels and car rental suppliers around the world. Any hotel, any car, anywhere, anytime! Click HERE to search, book and save on your travels.

CHOICE OF HOTELS
Choice Hotels International
800-285-2547 | www.choicehotels.com
With 3,200 hotels in the United States and throughout the world, Choice Hotels offers something for everyone. Join the Choice Privileges rewards program and earn points with every qualifying stay toward free nights, Airline Rewards, gift cards, charitable donations and more. As a NARFE member, receive 20% off your next stay at participating hotels when you use Special Rate ID 00001987. This offer is subject to availability and cannot be combined with any other offer. Advance reservations required.

WYNDHAM
HOTELS & RESORTS
800-294-4444
NARFE members receive up to 20% off the Best Available Rate at participating Wyndham Hotel Group locations worldwide. To receive discount, book online or call our special member benefits hotline at 1-800-284-4178 and give the agent your special discount ID number: 800002884 at time of booking. For online bookings, your discount ID will automatically be entered and your discount displayed.

So whether you're looking for a upscale hotel, an exclusive resort or something along the way, we have the right hotel for you...and at the right price. So start saving now. Call and reserve your room today, at one of these hotels: Wyndham Hotels and Resorts Wyndham Grand Hotels and Resorts Wyndham Garden Hotels TRIVIA by Wyndham Days Inn® Ramada Worldwide® Super 8® Wingate® By Wyndham Days Inn® Suncoast® Hawthorn Suites® By Wyndham Microtel Inns and Suites® By Wyndham Howard Johnson® Travelodge® Knights Inn®

Alamo Rent A Car
800-462-6266
Save more \$! You can see more. Get a NARFE member discount on everyday low prices when you rent with Alamo.
AND, with self-serve check-in you can skip the counter, check-in at the kiosk and drive away. All you need is a valid driver's license, major credit card and an existing reservation. It's that easy. To learn more and make a reservation click here or call Alamo Rent A Car at 1-800-462-6266. Be sure to request Contract ID 30254 at the time of reservation.

National Car Rental
800-CAR-RENT
As a NARFE member, you'll receive up to 20% off rentals at National Car Rental.
To learn more and make a reservation online click here or call National Car Rental at 1-800-CAR-RENT and reference Contract ID 322209 at the time of reservation. Go National. Go Like a Pro.

WELLNESS

Beltone Hearing Care
855-418-8765
Beltone has been helping the world hear better for 5 years. NARFE members are entitled to a Free hearing screening, 25% discount on all Beltone hearing aids, free 3-year supply of batteries and more! NARFE members with Blue Cross Blue Shield Service Benefit Plan insurance coverage may be eligible for two Beltone True 2™ hearing aids for \$280 (not-included). Call 1-855-418-8765 for your nearest Beltone hearing care center and make an appointment today.

Life Line Screening
800-234-8261 | www.lifelinescreening.com/NARFE
Life Line Screening, America's leading provider of community-based preventive health screenings, will conduct the following screenings using state-of-the-art ultrasound technology in your neighborhood:
1. Stroke Carotid Artery
2. Abdominal Aortic Aneurysm
3. Atrial Fibrillation
4. Peripheral Arterial Disease
You will receive a confidential written report within 21 days. Life Line Screening and NARFE encourage you to share these test results with your doctor. All four screenings cost just \$125. To schedule an appointment, please call the number above and give the operator code number 2801073 or visit the website. Coverage may vary and may not be available in all areas.

Build an Affinity Partner Promotional Plan

- Insert included in New Member letter that members can reference when needed
- Quarterly emails to members ensuring they are aware of new discount opportunities
- Recognizing and promoting Affinity Partners with a dedicated table at events

Marketing Department

Existing Affinity Partners:

Company	NARFE Member Discount
Alamo Rent a Car	15% discount
National Car Rental	20% discount
Bekins Van Lines & Wheaton World Wide Moving	Special discount pricing on packing, transportation and coverage for local and international moves.
Choice Hotels International	20% discount
Wyndham Hotel Group	20% discount
Geico	Special discount pricing
Life Line Screening	Four screenings for \$135
Mercer/NARFE Insurance	Great rates for NARFE members

Marketing Department

New Affinity Partners:

Company	NARFE Member Discount
Belton Hearing	Free hearing screening, 25% off hearing aids, free 3 year warranty and free 3 year supply of batteries
Local Hospitality	Up to 50% off hotel and car rentals
LegalShield & ID Shield	Discount depending on package
Verizon FiOS	\$10 off Triple Play, \$5 off Double Play
Sprint	15% discount

Sponsorship of Legislative Conference



- ❑ Created first-ever sponsorship opportunities for Legislative Conference in March 2015
- ❑ Within a 2 week window, sold two table tops and a breakfast.
- ❑ Untapped opportunity
- ❑ This can be built into something more meaningful in the future

Sponsorship of Federation Presidents Meeting

- Expanded and organized the sponsorship opportunities for Federation Presidents Meeting (in addition to exhibits).
- **Fifteen** opportunities sponsored including: Room Key, Breakfast, Lunch, Dinner, Notebook and Table Tops.
- Redesigned and created a layout to make exhibiting at a NARFE event more attractive.
- This will create loyal sponsors because they get the ROI.

Prospects



- Actively growing a pipeline to increase future revenue.
- Build relationships
- Important to always be working towards the next event.
- New opportunities (i.e. webinars)
- We want to become competitive

2016 Convention

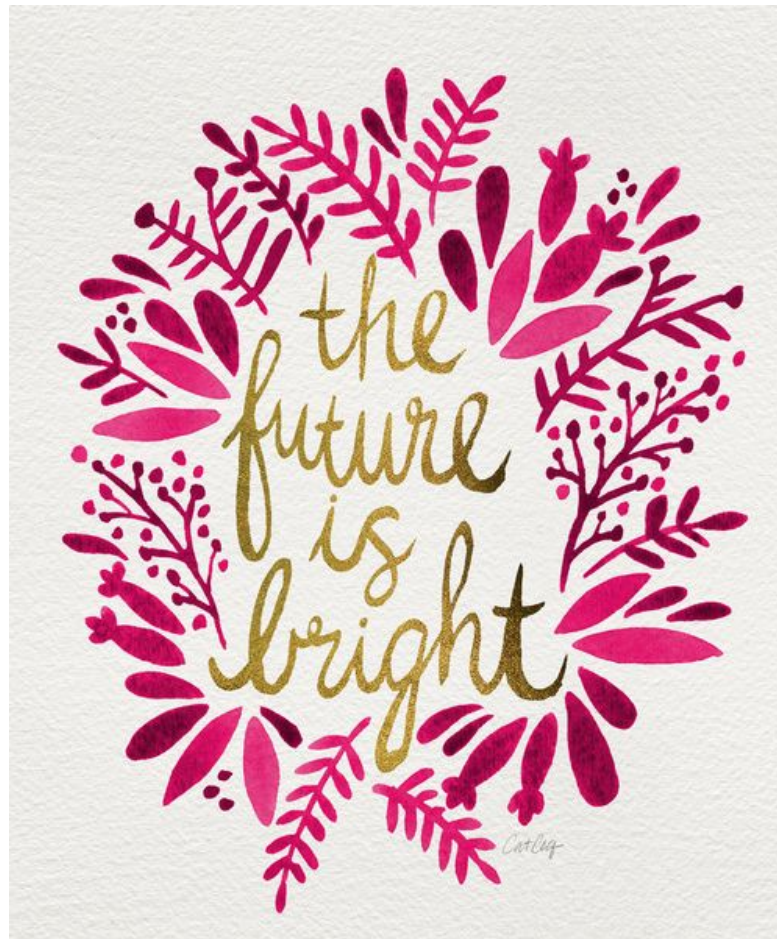


- Begin marketing these opportunities in September of 2015 so companies can build this into their budgets for 2016.
- Creating a book of opportunities
- We learned a lot this year, now let's build off that success.

Sponsorship Support Program

- Established in August 2015
- 25 Regions and Federations Participating
- Designed to add value to the event as well as increase revenue for the Region or Federation
- Enables us to have one conversation with the sponsor at the national/corporate level about NARFE event sponsorship opportunities.
- HQ works closely with the Region or Federation to make sure we are maximizing our efforts at every level.

Future Outlook



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