



**National Active and Retired  
Federal Employees Association**

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

**COMMUNICATING EFFECTIVELY WITH  
TECHNOLOGICALLY CHALLENGED MEMBERS**

**Larry Henderson (TN) - Facilitator**

**Wednesday September 11, 2013**

**14 Members from 5 Federations within Region X  
(Kentucky, North Carolina, Tennessee, Virginia and West Virginia)**

At the 2010 National Convention in Grand Rapids, a delegate came to the microphone during one of the business sessions and said she did not have a computer, did not want a computer and she was tired of being made to feel like an idiot because she didn't have one. I have thought about that a lot since then and approximately 70 percent of our members still do not have an email address. I believe, as long as a significant percentage of members do not have email, we need to find practical ways to help keep them involved and engaged in the NARFE mission. It seems as though National has done more in that regard recently by including a suggested "call in" script in recent publications and the "Pen to Paper Project" announced by Chris Farrell in the July edition of the NARFE magazine. Although I was disappointed with the "Pen to Paper" response, it was an excellent article and a good way to reach out to a potential advocacy behemoth just waiting to be awakened. That may have happened with the \$48,000 Coupon Campaign. During a Protect America's Heartbeat teleconference with Sarah Weissmann on August 21, I asked her for the total dollar value of the coupons collected to date and her response was amazing. With a goal of \$48,000 by Labor Day, they had already collected \$100,000 in coupons and still had several unopened boxes to count. Reaching such a phenomenal total in such a short period of time had to involve a LOT of the 70 percent and it proves there is potential for tremendous response on other issues. Sarah wants to carry this momentum into "Call Congress Week" next week, and I agree. But I don't think that should be the end; it should be a second step in a continuing effort to keep these folks actively engaged. I believe a fundamental element of this effort has to involve NARFE leaders in finding

reasonable and effective ways to communicate with our technologically challenged members and this setting should be a good place to identify some excellent ideas.

Communications are defined as the various methods of sending information between people and places, especially phones, computers, radio, etc. to share information with others by speaking, writing, moving your body, or using other signals.

Our goal is to identify as many ways as possible to communicate with our technologically challenged members.

### **Chapter Letters**

Personal Letters  
Letter Trees  
Post  
Sunshine Cards

### **Chapter Meetings**

Constant Contact  
Meetings Movements  
New Chapter Contacts  
Personal Visits  
Buddy System At Chapter Meetings

### **Bulletin Boards**

Flyers  
Senior Centers  
Library  
Posters

### **Newspapers**

Letters To The Editor  
Community Calendar  
Announcements  
Articles

### **Training**

Computer Training

Follow-On Training  
After Meeting Training  
Fillable Forms  
Tablet-Based Communications

### **Brochures**

Volunteer Mailer  
Pre-Prepared Mailers

### **Telephone**

Calling Trees  
Cell Phones  
Smartphones

### **Chapter Newsletters**

Increase Use  
Avoid Limited Distribution

### **Robo-Calls**

Meeting Announcements  
"Call Congress Day" Announcements

### **TV / Radio**

Community Calendar  
Event Announcements

### **Cards**

Post  
Sunshine Cards  
Thinking Of You

Get Well

Sympathy

Congratulations

**Miscellaneous** (TO BE APPLIED TO FULL LIST)

More \$\$\$\$ Needed

Variations

Upgrade

Importance

Devise ways to keep them involved such as the "**Guide for Advocacy without a Computer**" and "**Guide For Using Computer With Answers To Frequently Asked Questions**" and include it in an edition of your newsletter.