

RE: Discussion Groups led by Federation Presidents

From: Henderson <henderson@click1.net>
To: Bill Martin <billmartin@narferx.org>
CC: wshack1951 <wshack1951@aol.com>
Date: Fri, Aug 23, 2013 1:00 pm
Attachment

[TFCP_2013_Region_X_Conference_-
_A_Call_for_Best_Practices_20130821.doc](#)

Bill,

The eChapter may be the way for the future and everyone should appreciate the unexpected windfall of \$600,000 in additional dues revenue from 15,000 members but approximately 70 percent of our members still do not have an email address. As long as a significant percentage of members do not have email, I believe 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. But my disposition was highly bolstered when I participated in a PAH Teleconference with Sarah Weissman on August 21. I asked her for the total dollar value of the coupons they had collected to date and received an astonishing response. With a goal of \$48,000 by Labor Day, they had already collected \$100,000 in coupons and still have several unopened boxes remaining to add. 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 September for "Call Congress Week" and I agree. But I don't think September 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 these technologically challenged members. However, after receiving your email, I have searched the internet for ideas on my topic and have not found much. So I would like to do a session similar to one I attended at the NEB/Federation Presidents meeting. Listed on the agenda simply as "Best Practices", I was expecting a presentation. It was facilitated by a team led by Sue Stein of the Florida Federation and turned out to be a "brain storming" exercise focused on soliciting "best practices" ideas from attendees on

membership, retention, marketing, etc. The suggestions were compiled into a document to be posted on their website. If you think it will work, I would like to do a "brain storming" session on "Communicating Effectively With Technologically Challenged Members", compile the results and put a document on the Region X Website. I could also provide a "sign up" sheet for participants interested in receiving a copy via email and mail a hard copy to any without an email address. If you agree, my sheet for the participant's book is attached. Otherwise, I'll regroup or perhaps you could suggest another topic submitted by one of the other Federation Presidents.

Any suggestions that you may have would be greatly appreciated.

Regards,

Larry H