



## PRACTICES USED IN CALIFORNIA

### 1. **Membership:**

- New Members: A letter is sent by the Chapter President or Membership Chair to prospective members from mining of the M-112.
- Attend the health fairs which are held in the largest cities within the state.
- Tables at coalition partners meetings/Conventions. (Use matching fund between chapter, Federation and National funds.)
- Public gatherings at county fairs etc.

### 2. **Retention:**

- Greeter at the chapter meetings. Make member feel welcomed and part of the chapter. Instead of a stranger in their own chapter.
- Interesting programs that would hold your attention after a meal.
- Meeting held at a time the current employee can attend, even if for every other meeting.
- Newsletter to keep members informed of Chapter and Federation doings.
- Keep the meetings short and not drawn out for 2-3 hours.

### 3. **Reinstatements:**

- Send a short letter to ask their reasons for their dropping so we can find the problem and change if we can. (Be flexible)
- Personal contact. (Chapter member visits dropped member.)

### 4. **Marketing:**

- Advertise chapter meetings. (Newspaper, TV, Public TV)
- NARFE Posters in public view. (Post *office* if union representative contacted first.)
- Form coalitions with other organizations. (Postal workers have numerous groups, Federal Women's Associations)
- Place ads in the Coalition's publication. (Use the matching funds again for this.)
- Letters to the editor of NARFE activities within the local area.

**5. Other:**

- We publish a Directory of Chapters which contains all of the Federation and Chapters Officer information, Meeting time and location of the Chapter, Chapter dues, Federation Standing Committees, Federation Special Assistants, Past Federation President's, Congressional Districts related to each chapter, and the C.D.Ls for each Congressional Member of which we have 53 at present. Also we also list our 12 Service Centers. (Set up and Maintained by Carl Bailey of the Mighty #190 Chapter.)
- We have a very active Membership, Legislation, both Federal/State, and Service Programs