



2013 REGION X CONFERENCE

"BEST PRACTICES"

MEMBERSHIP

➤ FACILITATORS

- Rhonda Mooney
Tennessee 2nd Vice President
Past TN Membership Chair
- B. J. Thomas-McMillan
President - Chapter 1823
Virginia Federation of Chapters

➤ REMOTE SPEAKER

- Bridget Boel
NARFE Director of Membership

GOAL

For everyone to leave the Conference with renewed enthusiasm and armed with new and updated ideas for recruiting and retention in their own chapters and federations -- with their "eyes & ears open" to find, contact, and recruit new members and to retain current members

SYNOPSIS

Bridget Boel, Director of Membership, will make a presentation via Skype that includes information on the "bottom line" on the membership crisis, what headquarters is doing and where they are having success, and how chapters and federations can play a role.

Facilitators will share recruiting and retention Best Practices such as matching funds, joint chapter meetings, Federation Membership Contest, participating as a Chapter in charity events, and use of Social Networking. There will be discussion on how we at the chapter level can supplement and build on what HQ is doing. Attendees will be encouraged to share their best practices and there will be a lot of brainstorming. Information will be shared about keeping your "eyes & ears open" - how to find prospects in our activities (exercise class, ball games, clubs) and initiating conversations with prospective members.

Dan Hidayat, NARFE HQ webmaster, is preparing an "up to the minute" document about the Online Activities Module (OAM) which will be provided to all attendees. Information includes best uses of the OAM - from logging onto the OAM for the first time to what information is available in each of the modules. Also included will be information about the OAM, including recent updates/improvements, and previous issues and their resolutions along with any other info he thinks will be helpful. By using the HQ document along with a power point on the OAM and "Going Paperless" white pages prepared by the Texas Federation an individual can develop a full understanding of the OAM.

Attendees will also be provided a one page document with "Tennessee's Top Ten (and a few more) Recruiting and Retention Best Practices" which will detail such things as matching funds, joint chapter meetings, and a Federation Membership Contest with monetary prizes. There will be discussion about some of the letters HQ is sending out and how we can adapt the wording for use in our chapter letters and we can supplement what HQ is doing.

IT'S EASIER TO KNOW WHAT WE NEED TO DO IF WE KNOW WHAT IS BEING DONE BY NARFE HQ.