



## **NARFE Elevator Speech**

An elevator speech is simply a summary - or the best possible way to present NARFE and the value of membership within a limited amount of time. We seldom have the luxury of a relaxed, extended discussion with a potential NARFE member. Instead, it is the hurried pitch to busy attendees of a health fair or a brief, chance encounter with a newly discovered co-fed. A clear, highly focused . elevator speech makes certain that the limited time is used most wisely.

The best speech will ease on answering four key questions:

- What Is NARFE?
- What does NARFE do?
- What are the benefits of NARFE membership?
- Why should I join?

The following is a sample speech:

NARFE is the National Active and Retired Federal Employees Association. It is the only organization **solely** dedicated to protecting and preserving the pay and benefits of **ALL** federal workers and retirees.

NARFE has two primary roles:

- **Your Legislative Voice**: In-house, influential lobbyists advocate on Capitol Hill on behalf of the federal community.
- **Your Information Resource**: NARFE provides clear information and trusted guidance on complex federal benefits issues.

As a member of NARFE you receive:

- **narfe** Magazine - the prime source of information and guidance on critical legislation and benefit issues.
- Access to a team of Federal Benefits Service specialists for answers to complex benefit questions.
- Legislative alerts on issues directly impacting the federal community and an online Legislative Action Center to quickly and easily contact your member of Congress.
- Member-only eligibility for scholarships, disaster relief grants, and discounts on products and services.

When you join NARFE, you will protect your earned pay and benefits, ensure you can get trusted guidance on complex pay and benefit questions, and support the federal community.