



## Tennessee Recruiting and Retention Best Practices

### **RECRUITING**

- Matching Funds
- Federation Membership Contest
- Give a former co-worker a one year NARFE membership as a retirement gift - better than something else to dust
- Business Card with information about NARFE on one side and local contact information on the other side
- Magnetic NARFE sign for your vehicle
- Booth at Postal Conventions, BC/BS FEP Functions, Federal Credit Union Annual Meetings and/or Dinners, Health Fairs, Senior Expos
- BC/BS Federal Employee Representative speak at chapter meeting (advertise in local papers to attract active federal employees)
- Monthly chapter meeting announcement in local paper and on Community Calendar of local TV stations (no charge)
- NARFE parade float in local parade (for example local Veteran's Day parade)
- NARFE magazines in waiting rooms of doctor's offices, hospitals, etc.
- Free subscription to NARFE magazine for public libraries
- NARFE banner displayed outside meeting room
- Coffee & Chat - invite current and potential new members to come by and discuss what's on their mind - hold on Saturday so that active federal employees can attend and hold in regular meeting location if possible
- Mention NARFE perks including discounts at Choice and Wyndham Hotels, discounts on car rentals, FEEA scholarship, NARFE Premier Federal Credit Union, disaster relief - also a good retention tool

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## **HELPFUL NARFE HQ RESOURCES**

- Membership Webinar
- Recruiting & Prospecting Kit
- Recruiting & Retention Journal

## **RETENTION**

- Joint Chapter Meeting (with elected representative as speaker when possible) - also a good recruiting tool
- Good Service Officer
- Work M-112 or OAM - especially those sent second notice and those dropped
- Chapter Newsletter
- Encourage dues withholding and multi-year discount
- Calling Committee and/or Phone Tree
- Business Card Magnet with information about NARFE and local chapter meeting and contact info
- Good/Interesting/Varied speakers at meetings
- Comfortable and convenient meeting place
- Door Prize at some meetings
- Recognize new members at meeting (and those who haven't attended recently - welcome back)
- Sunshine Committee
- Encourage members to attend the Federation Convention to get current information and best practices

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