

North Carolina Federation of Chapters 2010-2011 Retention & Action Plan

Dwindling membership can be a signal-of problems in seemingly unrelated issues, including credibility, leadership, agenda, aging membership, service, communication, or membership requirements. Members are NARFEs' most valuable asset. Numbers of members are important to impact favorably in influencing beneficial legislation.

Recruitment numbers are ineffectual if similar numbers of members are lost through non-renewal of memberships. Retaining members is critical for the survival of NARFE, hence our foremost priority. Recruitment and retention must work together to build and maintain NARFE. Recruiting members are a source of new ideas and new energy. Retention is important for providing a source of leadership and sustained energy.

Action Plan:

1. Emphasize Dues Withholding, providing assistance with completing forms.
 2. Review all recommendations/suggestions/actions for retention of members;
 3. Agree on four achievable suggestions/actions to increase member retention;
 - a. Set specific time period to implement the four suggestions/actions;
 - b. Establish benchmarks and track progress;
 - c. At completion of pre-established time frame, evaluate successes and lessons learned.....record/report findings;
 - d. Modify actions, as needed, and agree on 4 additional suggestions to implement for specific time period following #3, steps a. through d.
 4. Retention Coordinator is on the Membership Committee.
 5. Chapter Membership/Retention Committee: Contact members on list provided by Chapter Treasurer (members with renewal dates coming up 3-4 months out).
 6. When speaking (preferred) with member, or via correspondence, alert member to **anticipate** their '**renewal notice**' in the mail, from NARFE Headquarters.
- Thank each for being a NARFE member.