

NARFE

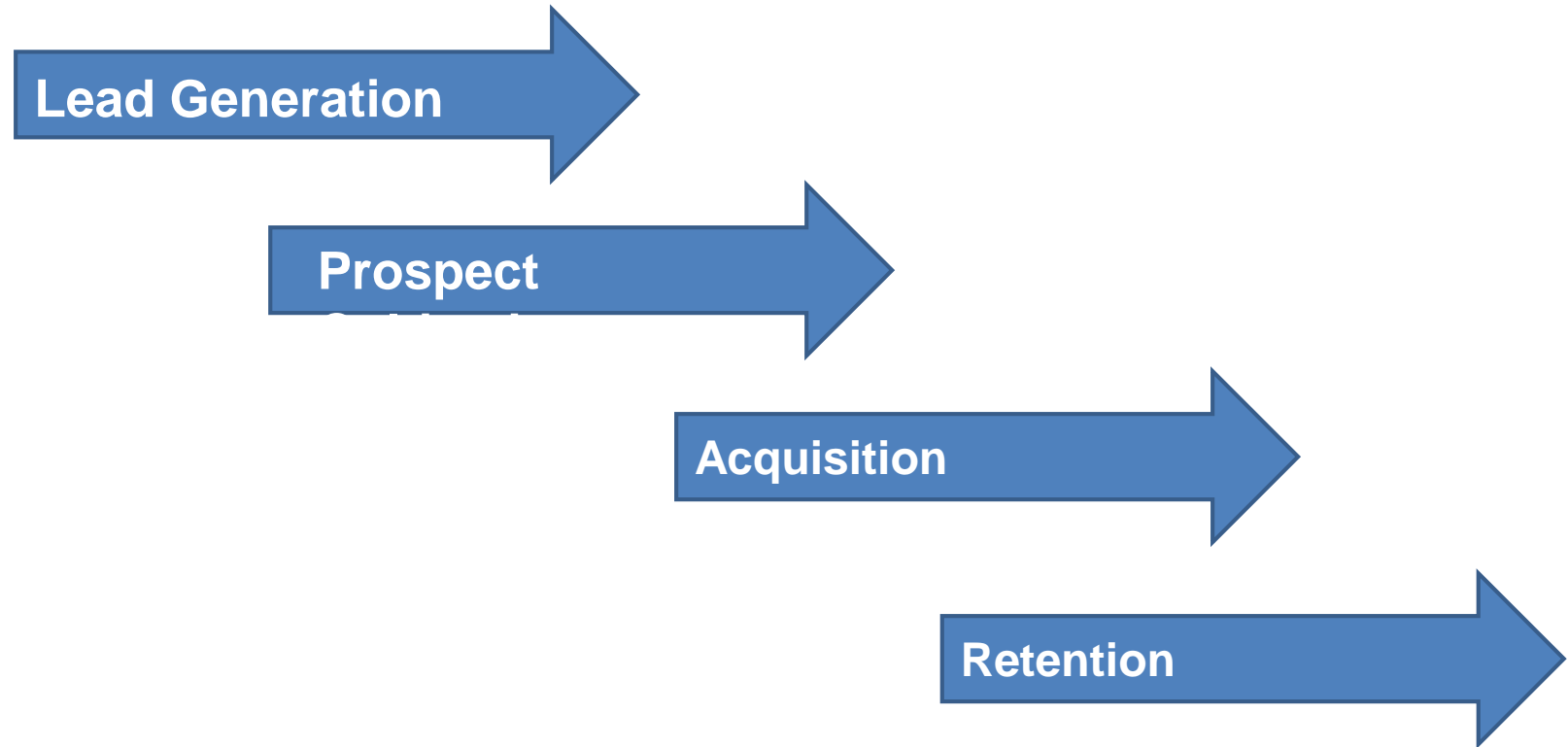
Membership Marketing and Fundraising

Region X Conference
September 2015
Virginia Beach, VA



Membership Acquisition and Retention

Major activities for NARFE Membership Marketing



Membership Acquisition and Retention



Online Lead Generation

- Online Advertising in Targeted Publications
 - ▣ Government Executive
 - Pay and Benefits eNewsletter
 - Government Executive Today
 - ▣ FEDWeek
 - eNewsletter
 - Retirement and Financial Planning Report
 - ▣ Fed Daily
 - ▣ Fed Manager
 - ▣ Fed Agent

Membership Acquisition and Retention



Online Lead Generation


- Reaches people who are seeking information about federal benefits
- Provides an immediate benefit
- Demonstrates value of NARFE content
- Person must provide contact information in order to get content!

Membership Acquisition and Retention

Online Lead Generation

Advertising formats may be simple text ads...

From: Retirement & Financial Planning Report <rfpr@fedweek.com>
To: Monica Williams
Cc:
Subject: Retirement & Financial Planning Report: Thurs, June 18, 2015

RFPR Retirement & Financial Planning Report 


If this email newsletter is not displaying correctly, [click to read this issue online](#)

FEDweek is the largest information resource in the Federal Government, with over one million weekly readers. **Please forward this email to your colleagues!**

[Click Here to Sign Up for other FREE FEDweek Email Newsletters](#) for valuable information on Government IT, Your Pay and Benefits, Financial and Retirement Planning, Federal Management, Civilian and Military Personnel, and More.

FOLLOW US ON [facebook](#) [in](#) [twitter](#) [Forward this to your federal colleagues.](#)

Thursday, June 18, 2015



How Much Money Will You Need to Retire?

Let NARFE, the leading experts on federal retirement and benefits, provide FREE advice on the realities of retirement planning and possible roadblocks that could keep you from retiring comfortably. Learn the best formulas for estimating the cost of retirement and the importance of TSP contributions.

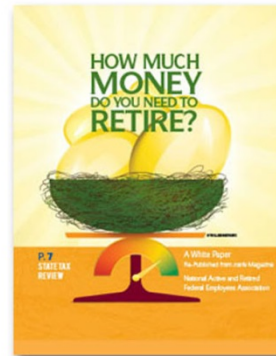
[Download this FREE Retirement Planning Guide for Federal Employees Today!](#)

Membership Acquisition and Retention

Online Lead Generation

Or more graphic...

How Much Will You Need to Retire?



With so many diverse formulas, assessing your retirement needs can be complex and confusing. **Let the experts in federal retirement help!**

Get your FREE download from the National Active and Retired Federal Employees Association.

Click on this ad to
get your **FREE**
pdf download.



*Experts on Federal
Retirement and Benefits*

Membership Acquisition and Retention

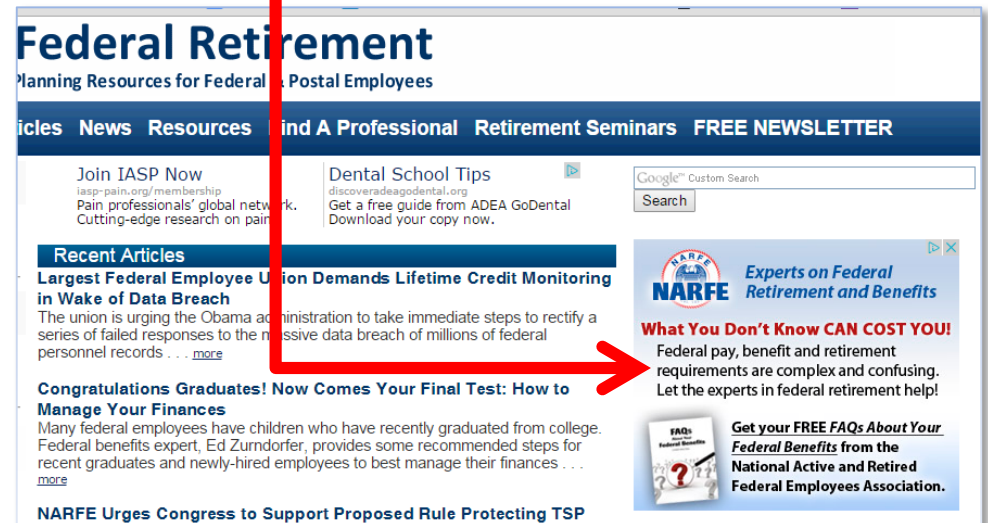
Online Lead Generation

□ Remarketing...

When a visitor goes to NARFE's website, NARFE ads will follow them around the internet.



This is an extremely effective method of advertising because you are only targeting people who already expressed some interest in NARFE.



Membership Acquisition and Retention

Online Lead Generation

Remarketing through Google and Facebook

Federal Retirement
Planning Resources for Federal & Postal Employees

Articles News Resources Find A Professional Retirement Seminars FREE NEWSLETTER

Join IASP Now
iasp-pain.org/membership
Pain professionals' global network.
Cutting-edge research on pain.

Dental School Tips
discoveradeagodental.org
Get a free guide from ADEA GoDental
Download your copy now.

Google Custom Search
Search

Recent Articles

- Largest Federal Employee Union Demands Lifetime Credit Monitoring in Wake of Data Breach**
The union is urging the Obama administration to take immediate steps to rectify a series of failed responses to the massive data breach of millions of federal personnel records. . . . [more](#)
- Congratulations Graduates! Now Comes Your Final Test: How to Manage Your Finances**
Many federal employees have children who have recently graduated from college. Federal benefits expert, Ed Zurndorfer, provides some recommended steps for recent graduates and newly-hired employees to best manage their finances. . . . [more](#)
- NARFE Urges Congress to Support Proposed Rule Protecting TSP**

NARFE Experts on Federal Retirement and Benefits
What You Don't Know CAN COST YOU!
Federal pay, benefit and retirement requirements are complex and confusing. Let the experts in federal retirement help!

Get your **FREE FAQs About Your Federal Benefits** from the **National Active and Retired Federal Employees Association.**

Search Facebook

Monica Houghton Williams

Update Status Add Photos/Video Create Photo Album

What's on your mind?

News Feed Messages Events Saved

NARFE National Headquarters
Sponsored

Free FAQ on Your Federal Benefits. Expert Advice. Download Now.

Federal Employee Tips
NARFE: The National Active and Retired Federal Employees Association - the only organization dedicated to protecting and preserving your federal benefits.
DISCOVERNARFE.ORG

Like Comment Share

2 requests from DeeDee Kramer Nussme
It's your turn versus Peggy Hennessy

TRENDING: ALL NEWS

- Cuba-US Relations: Countries Announce Embassy Openings and Restored Diplomatic Relations
- Portuguese Man o' War: Dozens of the Venomous Creatures Wash Up on New Jersey Beach, Official Says
- Cheryl Burke: Host Withdraws From 64th Annual Miss USA Pageant

RECOMMENDED GAMES

- TRU FALSE
- Quick Hit SCOTS

PEOPLE YOU MAY KNOW

- Daximus Norfolk 1 mutual friend Add Friend
- Becki O'Loughlin 6 mutual friends Add Friend
- Diane Ellingson Mathais Add Friend
- Mike Leon

Membership Acquisition and Retention



Online Lead Generation

This year alone...

- **NARFE online advertising has**
 - **Been viewed 9,467,074 times**
 - **Clicked – 61,424 times**
 - **Forms completed – 20,083 times**

Marketing Department

Prospect

Online Leads receive a 6 part email cultivation series over a 45 day period. Each email offers additional free information and the opportunity to join.



Membership Acquisition and Retention



Prospect

All prospects from the field that have an email address are rolled into the email cultivation series.

The cultivation emails have open rates that are above industry standards and click through rates that are in line with industry standards

Business Type	Open Rate	Clicks (Click-Through Rate)
NARFE (Average over series)	27.63%	6.42%
Nonprofit - Membership Organization	11.66%	7.05%

Membership Acquisition and Retention



Prospect Cultivation blends with Acquisition

- The last two cultivation emails are membership offers
- Within 4 to 6 weeks any prospect will be included in a NARFE acquisition mailing

Within 12 months 7.5% of prospects become NARFE members.

Membership Acquisition and Retention



Acquisition

- Bi-monthly Acquisition Mailings
 - 75,000 pieces in each mailing (does not include OPM)
 - 450,000 pieces annually
- Lapsed members make up 60 to 65% of quantity mailed
- Prospects and compiled lists make up the remaining contacts.

Membership Acquisition and Retention



Acquisition

- Lapsed members generate between 85% and 90% of the mail response.
- More recently Lapsed members (expired between 9 and 24 months) are the most responsive names.
- Lapsed member lists are showing fatigue, especially with response from those whose memberships expired within 25-48 months.
 - ▣ Resting and Reactivating

Membership Acquisition and Retention



Acquisition

- Semi-Annual OPM Annuitant and Survivor Mailings
 - 55,000-75,000 pieces in each mailing to annuitants and survivors
 - 220,000 to 300,000 pieces annually
 - OPM names are mailed two times w/in a 12 week period – an initial mailing and a follow up

Membership Acquisition and Retention



Acquisition

- Response from OPM Annuitant and Survivor lists has shown significant decline.
 - List in a blind mailing, and only available for one-time usage (initial mailing and follow up).
 - Testing to OPM lists is available only twice a year.
 - 3% plus response is good response

Membership Acquisition and Retention



Acquisition

TESTING! TESTING! TESTING!

The most successful direct marketing programs are successful because they are always testing...

- ▣ Offers
- ▣ Packages
- ▣ Messaging
- ▣ Lists

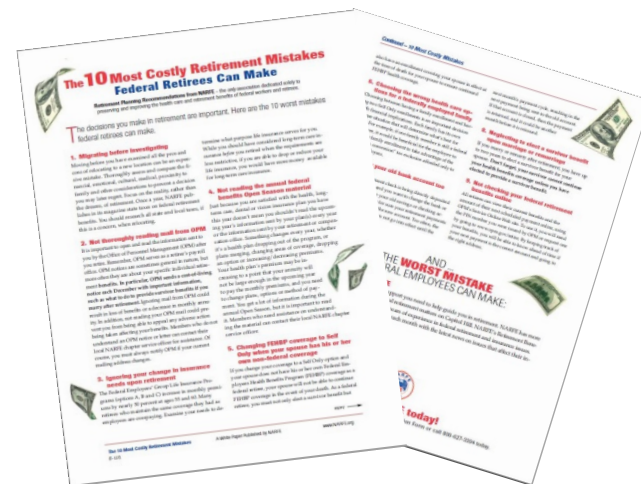
Membership Acquisition and Retention

Acquisition

September 2015

“Freemium” insert VS. Control Package

Test packages includes “10 Worst Mistakes” insert in the package. Copy in the letter refers to insert and additional valuable content available from NARFE.



Membership Acquisition and Retention



Acquisition

July 2015

Promotional Price Test VS. Control Price

\$39.95

\$39.47

\$39.43

\$40

Membership Acquisition and Retention



Acquisition

July 2015

Promotional Price Test VS. Control Price

\$39.95

\$39.47

\$39.43

\$40

Promotional Pricing Significantly Increases Response

Membership Acquisition and Retention

Acquisition

May 2015

“Current Event” Insert VS. Control Insert

New Attacks on Your Benefits!

Congress is Ready to Slash Your Take Home Pay 6% and Increase FEHBP Premiums for ALL!

If Congress gets its way, your family's health care premiums could increase by an additional \$35,000 over the next 10 years. Working feds could also see a 6% increase in their retirement contributions – without ANY increase in benefits. More simply, this is just a poorly disguised 6% pay cut for feds.

Join NARFE Now! Stop These Attacks on Your Benefits

- NARFE's professional lobbyists are on Capitol Hill defending your benefits
- You will be the first to know when Congress is voting on these severe measures
- NARFE will provide you with easy-to-use tools to tell Congress to "Say No!" to budget cuts that hurt the federal community!

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Join online: www.narfe.org or call 800-627-3394

National Active and Retired Federal Employees Association

NARFE Protects Your Benefits So You Can Enjoy Your Federal Retirement

HERE'S HOW NARFE WORKS FOR YOU!

- ✓ Aggressive legislative representation at federal and state levels.
- ✓ Access to NARFE liaison with OPM for clear answers to complex benefits questions.
- ✓ Dependable guidance whenever regulations affecting your benefits change.
- ✓ Primary resource for federal retirement and health care issues.
- ✓ Open to ALL federal employees, retirees, spouses and survivors.

For more than 90 years, NARFE's effective lobbying efforts have saved only your retirement income. We are the only association solely dedicated to protecting the earned retirement benefits of federal employees, retirees and their survivors.

JOIN NARFE TODAY • www.narfe.org

Membership Acquisition and Retention

Acquisition

May 2015

“Current Event” did not increase response.



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BS-CNZ

Membership Acquisition and Retention

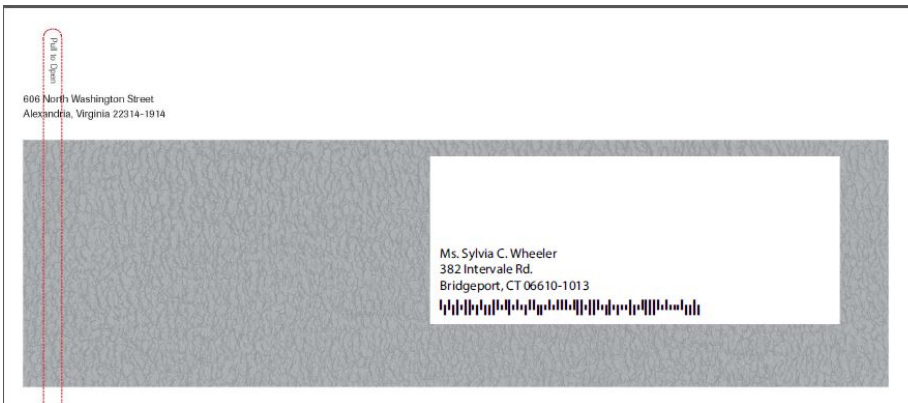
Acquisition

March 2015

“Snap Pac”

VS.

Control Package



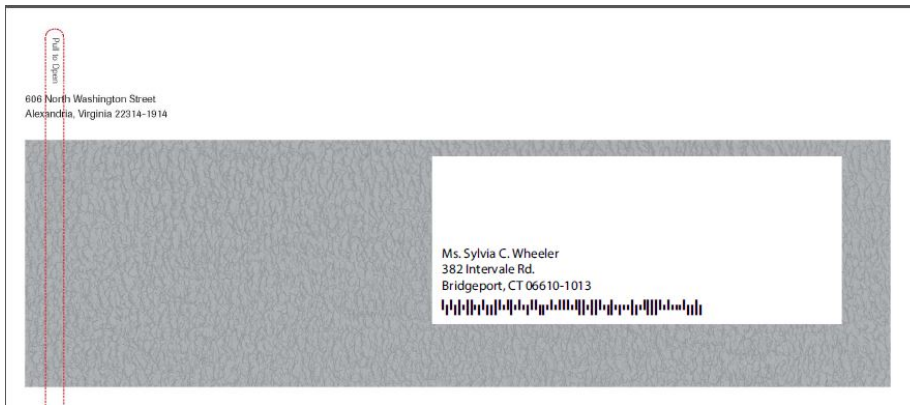
Membership Acquisition and Retention

Acquisition

March 2015

Snap Pac

VS. Control Package



Winner for OPM



Winner for Lapsed

Membership Acquisition and Retention

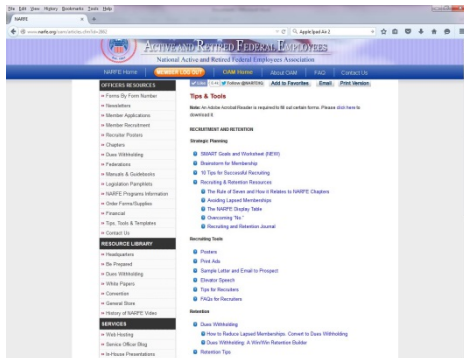
Retention

- Renewal Series
 - ▣ 3 mail reminders
 - ▣ 3 emails
 - Members with an email could receive 6 renewal notices...and
 - ▣ A Last Issue Cover Wrap




Field Resources

- Recruiting and Retention Journal
 - Published Quarterly
 - Archived on narfe.org
- Posters and Flyers
- Print Ads
- Tips, Tools and Templates



Federal Benefit Questions?

NARFE Answered Mine!



The *National Active and Retired Federal Employees Association* unravels complex federal benefits and helps members get the most out of their retirement and protect their families.

Learn how NARFE can help you. www.narfe.org

National Active and Retired Federal Employees Association

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NARFE has the Answers!

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Join NARFE Today!

National Active and Retired Federal Employees Association



Feds!

We Safeguard:

- ✓ Federal employee health benefits
- ✓ Retirement benefits
- ✓ Compensation for federal workers and annuitants



www.narfe.org
Or call 800-627-3394



National Active and Retired Federal Employees Association

NARFE works with you to:

- ✓ Protect Your Earned Benefits
- ✓ Ensure a Safe and Secure Retirement
- ✓ Guarantee Answers to Questions on Retirement and Benefits

Learn more at www.narfe.org or call 800-627-3394

Local Contact: _____ Local NARFE Chapter Meets: _____
 Phone: _____ Day and Time: _____
 Email: _____ Location: _____




Ads and posters available in several standard sizes for immediate download

Fundraising

NARFE currently has a strong fundraising program:

	Revenue	Cost	Net
2012	\$2,198,732	\$722,082	\$1,476,650
2013	\$2,849,402	\$1,227,836	\$1,621,566
2014	\$2,503,281	\$1,242,443	\$1,260,838



NARFE's 2015 Membership Recruitment Incentive Program in Full Swing!

- Started September 1, 2015
- Ends December 31, 2015
- Recruiters receive \$10 for every NEW member
- Recruiters will be entered once for every eligible recruited member in a MONTHLY Drawing for an Amazon Gift Card.
- Recruiters will be entered once for every eligible recruited member in a Grand Prize Drawing to be held at the end of January 2016.

- Grand Prize = Apple iPad Air 2

NARFE

Membership Marketing and Fundraising

**Region X Conference
September 2015
Virginia Beach, VA**

