

	STRONGLY DISAGREE			STRONGLY AGREE	
	1	2	3	4	5
<b>1 - Reasons for Membership Non-Renewal</b>					
a. Chapter membership requirement	2	2	1		
b. Unreported deaths or ill health	1	1		3	
c. Misplaced Renewal Notice	3			2	
<b>2 - Reasons members do not step up to serve</b>					
a. Those attending meetings have already served		1	2		2
b. No interest in serving			1	3	1
c. Unable to serve due to age or disability		1	3		1
d. Not interested in attending meetings		1	2	2	
<b>3 - Dues Withholding Option to pay NARFE dues</b>					
a. Not interested in signing up for option			1	3	1
b. Does not want OPM to adjust annuity payment	1		1	1	2
c. Undecided about remaining member of NARFE	2	1	2		
<b>4 - Recruitment &amp; Retention focus of NARFE</b>					
a. Recruitment is/continues as number one priority				2	3
b. Retention has surfaced as number one priority		1		3	1
c. Non-renewals outnumber new member recruitment				2	3
d. New members are interested in leadership positions			3	1	
e. Chapter Membership requirement effects retention	1	1	3		
<b>5 - Significant factors in retention of chapter members</b>					
a. Changing meeting dates/times increases membership	1	2	2		
b. Using buddy system retains members		1	3	1	
c. Advertising meetings attracts new members			2	2	1
d. Better programs/speakers retains members			2	1	2
e. Using Telephone Tree retains members			2	3	1
f. Chapter newsletter retains members		1	1	3	
<b>6 - Retention Action Plan suggestions provided in 2009</b>					
a. Suggestions were implemented resulting in 10%+ increase in recruitment		2	3		
b. Suggestions were already in use, non-renewals continued			1	3	1
c. Our retention rate remains the same		1	4		
d. Recruitment of <u>new</u> members since 2009 has increased	1	2	1	1	
e. Reports indicate our <u>new</u> member recruitment exceeds dropped members		3	2		
f. Reports indicated dropped members exceed <u>new</u> member recruitment		2	1	1	1

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<b>7 - NARFE files and records:</b>					
a. Are passed on to newly installed officers/chairs upon accepting office		1	1	1	2
b. Officers are provided and familiarized with By-Laws			2	3	
c. Officers are provided with Robert's Rules of Order for running meetings		3	2		
d. Officers and Chairs are provided with accurate, updated job descriptions	1	1	2		1
<b>8 - Federations assist when members step up to leadership roles by---</b>					
a. Using Mentors new leaders can call on for assistance			2	2	1
b. Offering 6 month trial period in their new position	2	2		1	
c. Providing one-on-one training/guidance to new leaders	1	1	1	2	
d. Providing all records/files to new leaders			2	1	2
e. Updating new leaders about latest issues needing attention & ideas		1	3		1
f. Responsibilities are documented in up-to-date job descriptions to new leaders	1	1	2	1	
<b>9 - Why are members hesitant to step into leaders roles?</b>					
a. Unfamiliarity with By-Laws	1	3		1	
b. Unfamiliar with Robert's Rules of Order to aid in running meetings	1	3		1	
c. Unfamiliar with responsibilities of the position	1	1	2	1	
d. Uncomfortable tasking/delegating or asking members for assistance, etc.	1		1	2	1
e. Unfamiliar with preparing/following a meeting agenda	1	1	1	2	
f. Uneasy speaking to or leading groups	1		1	3	
<b>10 - How is NARFE marketed?</b>					
a. I read a NARFE ad in the last 6 months	1		1		3
b. I saw a NARFE billboard in the last 6 months	3	1			1
c. I watched a NARFE TV ad in the last 6 months	3	1			1
d. I heard a NARFE radio ad in the last 6 months	2	1			2
e. I saw a plane overhead pulling NARFE banner	4	1			
f. I recently saw a NARFE ad on the side of a bus	2			1	2

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<b>11 - NARFE marketing ideas</b>					
a. All telephone books have National NARFE contact number listed in white pages	1		1	1	2
b. Place NARFE posters in airports across U.S.A.	1			1	3
c. Place NARFE posters in rent-a-car agencies	2		1		2
d. Purchase/place large NARFE banners in race car circuit / raceways	1	1	1		2
e. Place NARFE banners on ball club fences	1		1	1	2
f. Place NARFE posters in USO clubs		1	2		2
g. Place NARFE posters in VFW Halls		1	3		1
h. Place NARFE posters in GOCOM's (GenOff) Commands		1	2	1	1
i. Place NARFE posters in MACOM's (Major Commands)			1	2	2
j. Place NARFE posters with unions	1			1	3
k. Place NARFE posters with Border Patrol			1		4
l. Put a big push on spouse enrollment	1		1		3
m. Put a big push on Dues Withholding			1	1	3
n. Consider advantages of offering National Only Member to favorably impact our clout "on the hill" by substantially increasing our numbers with all possible haste			2	2	1