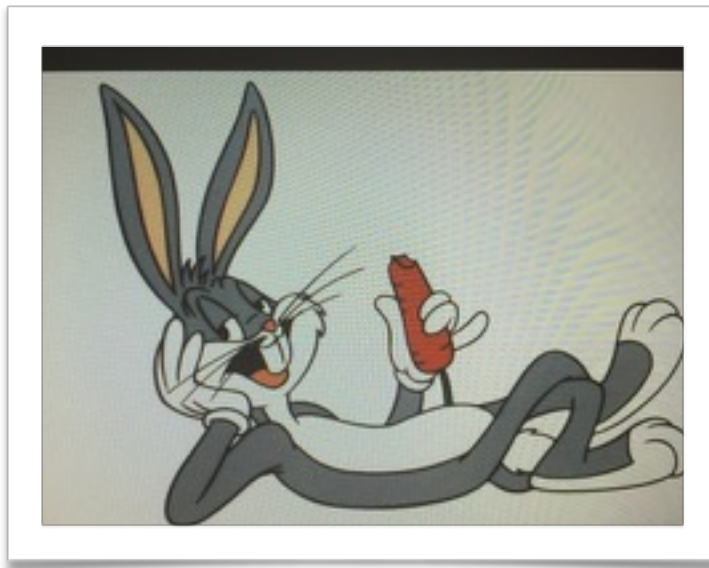


NARFE

1

State Wide Gathering

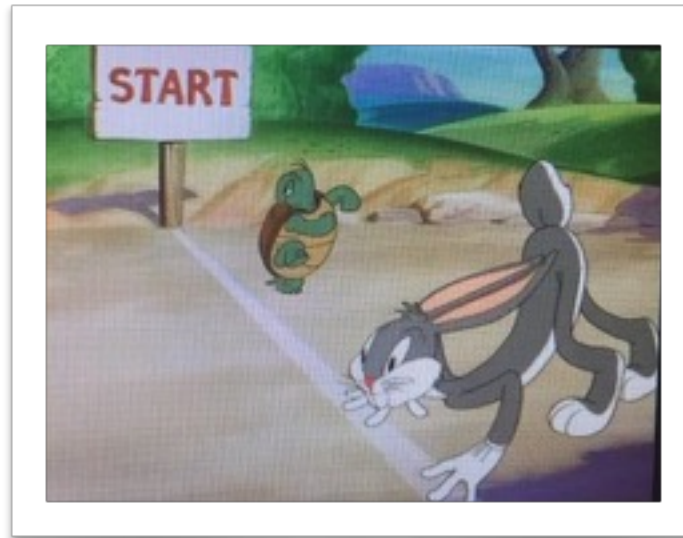


September 2015



Membership Overview

- As of June 2015, Total National Membership stands @ 238,789
- New Mexico Membership stands @ 1,993



Membership Overview



- What we are up against:
 - Membership Decline
 - Aging Membership
 - Shift away from Membership Organizations
 - Current Technology based Lifestyle
 - Decline in Response from OPM List
 - No Large Pool of Prospects
 - Too Few New Members

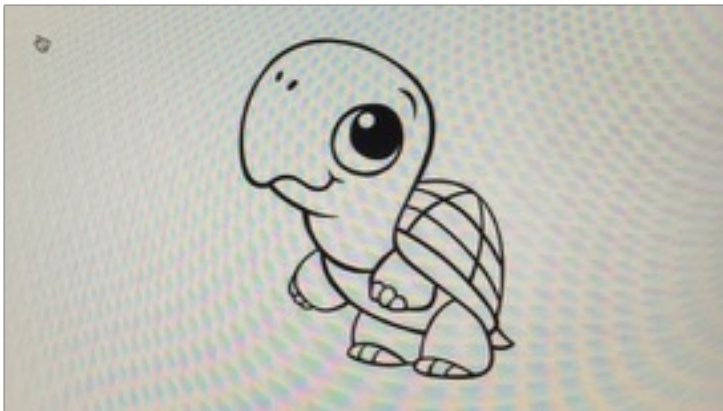
Membership Overview



- What National is doing about it?
 - Testing, Testing, Testing...
 - Building an In-House Prospect List
 - Mailing 75K Piece Mailings 6X per year to Lapsed Members & Prospects - in addition to Twice Yearly OPM Mailings
 - Building NARFE Awareness
 - Pursuing Innovative Online Opportunities
 - Providing Material & Guidance to Recruiters, Retainers & Prospects in the Field

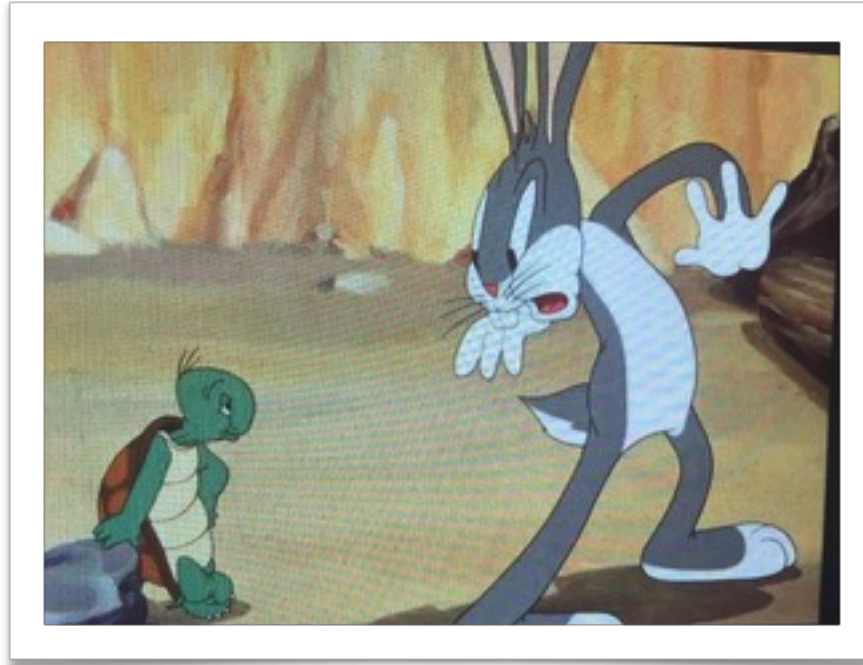
September 2015 Membership Drive Incentives

- As of September 2015 incentives offered are:
 - \$10 for each NEW Member Recruited
 - Recruiters win Monthly Prizes
 - One Grand prize Nationally to be selected in JANUARY - APPLE I-PAD AIR



What are we doing about it

- Take advantage of Incentives
- Contact Using Business Cards to Introduce yourself (REMEMBER Business Cards Formats are available @ NARFE.org)



Chapter Suggestions

- Set Goals(i.e. Encourage Each Member to Recruit only ONE New Member)
- Set up a Calling Committee and/or Email List
- Distribute Extra Magazines with Pertinent Info
- Make a Recruitment Kit
- Make Available to Each Chapter Member the Recruitment Kit
- Provide a Rebate for Joining on Dues Withholding
- Maintain a Chapter Facebook Page and/or Newsletter
- Maintain a Local Website
- Advertise Meeting Place in Local Newspaper “free ones”

Chapters Suggestions (Continued)

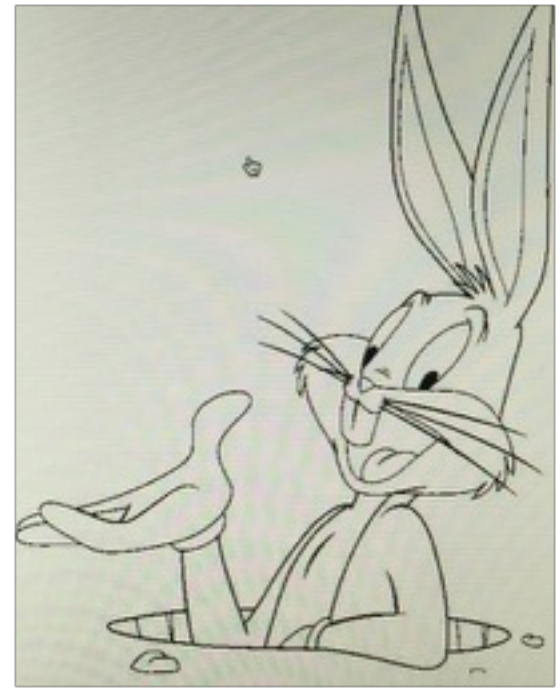
- RECOGNIZE: NEW Members, Guests, & Members who Have Recruited a Member
- GIVE:
 - Certificates of Recognition
 - To Each New Member a FREE LUNCH
 - To Each Recruiter a FREE LUNCH for each New Member Recruited
 - One year FREE Chapter Dues to Each New Member/ Recruiter
 - A Discount on Chapter Dues for Spouses
- OFFER: To Every New Member a Position on Some Committee in Your Chapter (Be Inclusive)

Chapter Suggestions (Continued)

- Carry Membership Application (iPhone, Safari go to NARFE.org, left side Officer Resources, left side Forms by #, DW3 RETIREE w/holding, F135 Reg Application, F85 Gift Membership. Email all three to yourself, and place in a Mail folder called NARFE Member Applications.) E-mail what ever form works.
- Wear NARFE Badges OUTSIDE of Meetings
- Submit for National Matching Funds To HELP Fund Recruitment
- Develop a Recruitment Kit

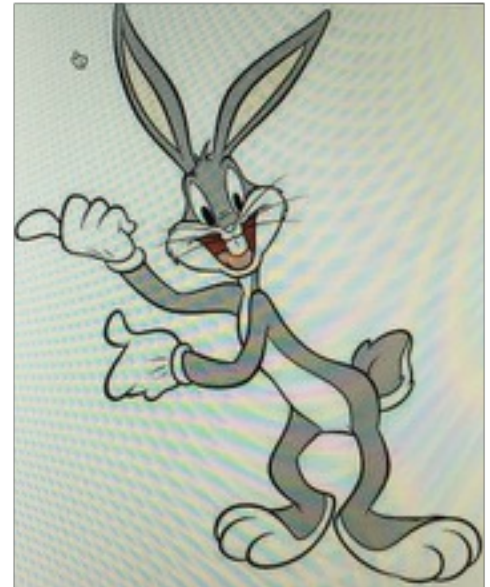
Recruitment Kit

- MIGHT INCLUDE:
 - Letter of Introduction
 - NARFE Magazine
 - Membership Application F-135
 - Pop Quiz F-123
 - M2
 - How to get ONLINE information
 - Don't forget your **Member # (Located on all NARFE Magazine Labels)**



Member Recruitment

- Involves attracting TWO categories of Federal Employees:
 - Retired or soon to be retired Federal Employee & Spouses
 - Active Federal Employees (AFE's)



Sources for Recruitment

- Health Fairs
- OPM conducts membership mailing twice a year
- National Only Members
- M-112 Report
- Spouses
- Former Spouses & Surviving Spouses
- New Members
- Newspaper Advertisement
- Community Involvement
- Human Resources
- CO-Workers (if you are still working) or Former Co-Workers who are Still Working or Retired (Your Facebook Wall might have a Couple of these people you might want to recruit)



Member Retention



- WE MUST:
 - Make Each Member Feel Special
 - Follow Up On:
 - Second Notice Members
 - Dropped Members
 - Maintain Good Documentation & Tracking

Online Lead Generation Test Programs

Google Re-marketing

Google follows online prospects & continues to offer targeted advertisements.

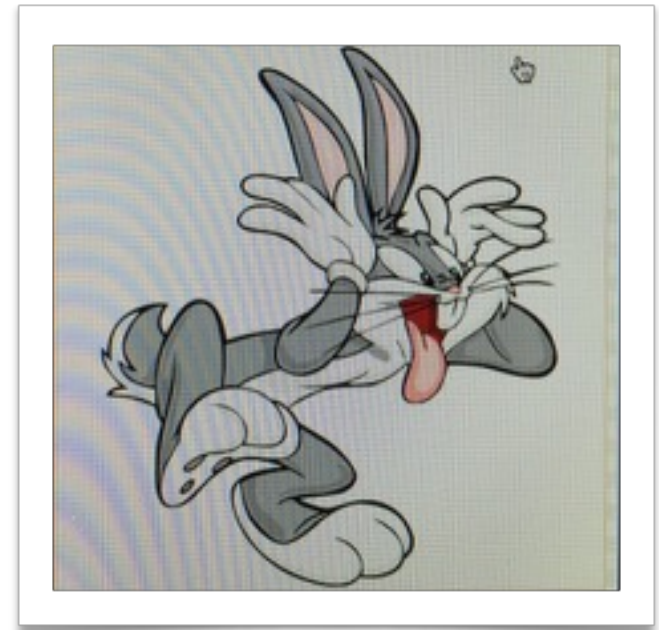
- Those who view NARFE online Ads/website, but do **NOT** become Members will receive Additional Opportunities (Pop Up ads on their Tech Devices)
- A new NARFE White Paper Offer will be Placed on Subsequent Pages Viewed by the Target Audience

What You Can Do On-Line

- Renew Membership
- Update your Record
- Find local NARFE Chapter
- Access NARFE publications
- Check Status of Legislation
- Calculate your Annuity (For Active Employees)
- Donate to NARFE Programs (NARFE-PAC)/or Charities
- Research Federal Benefits Topics
- Contact Your Representatives
- “LIKE” NARFE on Facebook
- Follow NARFE on twitter

Chapter Operations

- Have GREETERS at Meetings
- Guest Speakers
- Ask Chapter Members to Critique Meetings & Offer Suggestions for Improvements
- Consider Visits w/Other Chapters



Health Fair Materials

- NARFE MEMBERSHIP BROCHURE F-135
- SAMPLE ELEVATOR SPEECH
- MAGAZINE
- 10 WORST MISTAKES RETIRING FEDERAL EMPLOYEES DO MAKE F-126
- BE FAMILIAR WITH ALL WAYS TO JOIN
- DON'T FORGET YOUR MEMBER ID # ON MEMBER APPLICATION

The NARFE Table



- Your Table is the NARFE Brand
- When Displaying Materials – Less is More
- Step Out & Greet the Prospects
- With So Little Time – Have the Perfect Pitch
- The End Game... A NEW NARFE MEMBER!!!!

Both current & back issue of the Recruitment & Retention Journal can be found @ narfe.org. Logged in WITH YOUR MEMBER #, (Left Col) Under What You Can do Online, click on Newsletters, and then Click Recruitment & Retention Journal Link. Current Journal comes up, but back issues are available.