



# North Carolina Federation Meeting May 12, 2021

## Membership Strategy and Initiatives



## Highlights

- Enhance digital marketing & communication efforts
- Provide multiple paths for prospects to experience NARFE and become members
- Improve communication with prospects (*NewsLine*)
- Address first-year retention and overall retention rate
- Provide better tools and support for field recruiting at local level
- Target active Feds—offer better, more relevant content

# National Recruitment



- Ongoing multi-tiered acquisition campaigns
  - Enhance effectiveness/results with marketing tests
  - Incorporate targeted digital marketing via web and Facebook
    - Trackable results and cost-effective
- Membership marketing e-blasts to Fed publications
  - Promote webinars and select NARFE resources to generate leads and capture contact information
- Reach out to agencies and other organizations
  - Challenging to reach active and retired Feds
  - Federal Benefits Institute developing agency seminars
  - Partnerships with other organizations in the Fed space

# National Recruitment



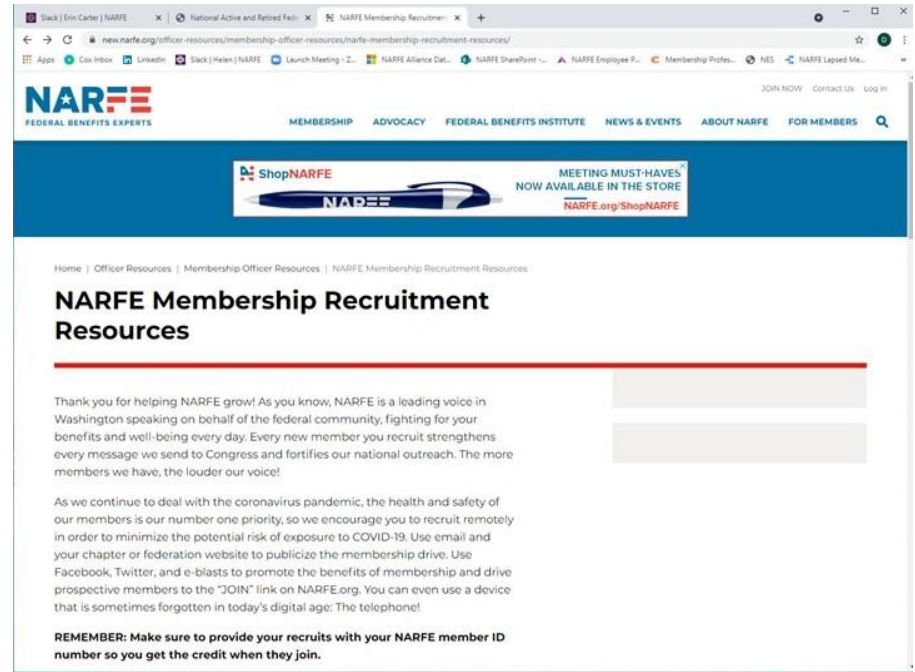
- NARFE Centennial
- Celebrating 100 years of NARFE!
  - Including branding and messaging in recruitment and retention communications
  - Centennial Video on YouTube!
  - Help us spread the word at the chapter/regional level



# Local Recruitment/Retention Resources



- NARFE Recruitment Resources page
  - Developed to help members recruit safely during pandemic
    - Will continue to add and update resources
  - Recruitment letter/email template
  - Sample ads
  - Link to short “About NARFE” membership video
  - Recruitment PowerPoint slide deck
- NARFE Recruitment/Retention Team
  - Printed promo materials, flyers, etc.
  - rr@narfe.org



# Local Recruitment/Retention Ideas



- Advertise in local publications that reach active Feds
  - Wright-Patterson AFB, Ohio—*Skywrighter*
  - HQ will design them for you



## Not Even COVID-19 Can Keep Us from Fighting for Feds

The NARFE team is still hard at work during this crisis.

- Successfully lobbied to suspend RMDs on TSP accounts
- Keeping you current on guidance from OPM
- Monitoring future relief/stimulus legislation

**Help us continue the fight.**

**JOIN TODAY AT [NARFE.org](https://www.NARFE.org)!**



Connect with NARFE's Miami Valley Chapter at [www.NARFE.org/1927](https://www.NARFE.org/1927)

# Local Recruitment/Retention Ideas



- Colleagues still active in federal workforce
  - Drop *NARFE* mags/flyers in common areas at their agencies
  - Union meeting presentations (virtual or in-person)
- Have meetings (virtual or in-person) at times convenient to everyone
  - Invite prospective members to participate
  - Have experts (i.e., financial planners, insurance agents) do useful presentations in exchange for visibility and promotion
  - Invite legislative representatives to speak (Bowie NARFE Fair)
- Hold joint events with relevant local groups
  - Local senior centers
  - Other Fed retiree organizations

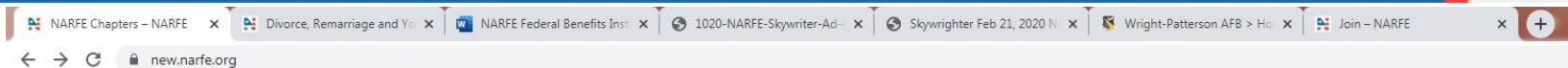
# Helping to Promote NARFE Chapters



- Promote chapter membership in all renewal and acquisition mailings
  - NARFE’s “local presence”
  - A chance to get involved and meet other members in your area
- Chapter Spotlight - NEW
  - New website chapter section
  - Sidebar callout and dedicated page for chapter photos and news



# Federation/Chapter Spotlight



Contact

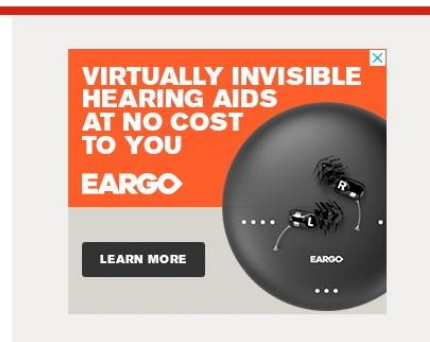
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## NARFE Chapters

A NARFE Chapter is your local connection to NARFE. With more than 800 chapters located across the country, as well as in Puerto Rico, the Virgin Islands, and Panama, there's often a chapter close to home wherever you are. These local representatives of NARFE offer a host of benefits and opportunities for their members. Join a local chapter to:

- **Make Yourself Heard.** NARFE chapters provide critical grassroots support for NARFE's national legislative agenda. Your benefits are under attack and NARFE is in the fight to preserve them. Chapter members let their legislators know what's on their minds and open doors for NARFE's legislative team in Washington, D.C.
- **Stay Informed.** In addition to the rich communications from Headquarters, chapter newsletters, websites and meetings expand on the local and state issues affecting the federal community. Every NARFE chapter is unique, offering speakers and activities that meet the interests of its members.
- **Find Community.** NARFE chapters unite federal employees, retirees, their spouses, and surviving spouses and provide an opportunity to connect with fellow Feds, get involved in leadership and governance, and develop close and lasting friendships.

Interested in checking out a chapter near you? Try our new [Find a Chapter](#) tool.

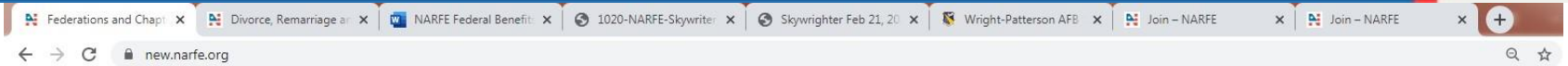


### Federation/Chapter Spotlight

The Arizona Federation attended a veterans health care forum hosted by Brain Injury Alliance of Arizona.

### How to Submit a Chapter or Federation Spotlight Photo

# Federation/Chapter Spotlight



- MEMBERSHIP
- ADVOCACY
- FEDERAL BENEFITS INSTITUTE
- NEWS & EVENTS
- ABOUT NARFE
- FOR MEME

Home | Federations and Chapters

## Federations and Chapters



### Chapter 242 (Sarasota) Alzheimer's Walk Success

Clara Schaefer, 2020 Walk to End Alzheimer's Chair for NARFE Chapter 242 (Sarasota, FL), and Chapter President Bill Vander Heyden, celebrate the end of their Walk and surpass their goal of \$1,000.

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Get Started Today  
Certain restrictions apply. Ask for details. yourhearingnetwork

# Active Employee Member Survey



- Find out what active Fed members want from NARFE
  - Incorporate into membership marketing communications
- “Why did you join NARFE?”
  1. Learn to get the most out of my federal benefits
  2. Support NARFE’s advocacy efforts
  3. Nearing retirement—want to learn about the process
  4. Learn to incorporate my fed benefits into an effective financial plan
  5. Connect with retired federal employees; learn more about retirement benefits and post-retirement opportunities

# Active Employee Member Survey



- “Which member resources to you find most valuable?”
  1. *NARFE Magazine*
  2. Federal benefits articles and white papers
  3. Federal benefits webinars
  4. Personalized answers to benefits questions
  5. NARFE Perks discount programs
- Members want info and programs that help them manage their benefits to get more out of them
  - Get more \$, save on insurance and taxes, save time!

# New Website!



- New design, much more user-friendly
- Better content management strategy based on topics
  - Easier for prospects to find relevant information
- Better tracking and analytics
  - Track user behavior and use that information
- Stronger search engine optimization (SEO)
  - Easier to optimize site to attract target audience
  - Easier for them to find us
- Path for prospects to experience NARFE
  - “Teaser” resources accessible to non-members
  - Capture contact info for prospective members

# Coming in 2021!



## NARFE Online Member Community

- Help NARFE engage members and help members to connect and share information
- Help Federations and Chapters connect
  - Chapter Sections
- Deliver NARFE content and promote programs
- Topic-specific sections
- Generate non-dues revenue



## **Other ways we can improve recruitment/retention at the national, federation, and chapter levels?**

- Successful campaigns you've seen implemented locally or nationally, either at NARFE or in other organizations
- Publications or organizations you're aware of where we might find synergy, or at least be able to mine for lead data
- Ideas on how to get NARFE message inside agencies

# Thank you!