

MEMBERSHIP MANUAL



North Carolina Federation



National Active and Retired Federal Employees Association

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Introduction

No organization can continue to exist and thrive without bringing in new members to replace those it loses to death, transfer out, or failure to renew their membership. NARFE and the North Carolina Federation are in no way exceptions to this rule.

One of the best and easiest ways to get new members into our organization is by showing who we are and what we are to the current federal employee community. That was once done through regular involvement at both the national and local level in agency preretirement seminars and other such events.

But due to national changes in rules limiting our access to such events, and to changes to many agency preretirement seminars, such as being conducted offsite by private companies or being offered online only, those opportunities have mostly disappeared.

We now have to go out to where the prospective members are – in our community, at the federal installations in our area, visiting our chapters, and anywhere else we can find those prospects eligible for NARFE and chapter or National Only membership.

In this **Membership Manual** we're going to show you all of the various ways that you can become a better recruiter for NARFE, the federation, and your chapter, as well as give you information on things you can do to increase our chances of retaining the members that we already have.

Included in this manual is information about NARFE's Elevator Speech and the NC Federation's financial rebates that are available to help in recruitment and retention efforts. Also included is a **Health Fair Handbook** with all of the information you and your chapter will need to successfully participate in a local federal agency health fair, including information on the North Carolina Federation's health fair and other recruitment event financial incentives. You'll also find 150 different ideas and suggestions for recruiting new members and retaining current members.

Best wishes and good luck in your recruiting and retention efforts for NARFE.

Ron Buffalo

NC Federation Membership Coordinator – 2018-2020

The NARFE Elevator Speech

One of the best recruiting tools we have is the “NARFE Elevator Speech.” NARFE actually has a form (the F-20) available for download on their website at www.narfe.org. This form explains what an Elevator Speech is and how to use it. I encourage each of you to download a copy of the F-20, to study it, and to memorize its major points. If you do, you’ll be ready should the opportunity present itself to explain and sell NARFE membership to a potential prospect you come into contact with.

Here are the highlights of the Form F-20. An elevator speech is simply a summary of facts and arguments for NARFE membership, and having one ready at the spur of the moment is the best possible way to present NARFE, and the value of membership, within a limited amount of time.

We seldom have the luxury of a relaxed, extended discussion with a potential NARFE member. Instead, more often it is the hurried pitch to busy attendees of a health fair or a brief, chance encounter with a newly discovered current or retired federal employee. Having a clear, highly focused elevator speech ready to go makes certain that the limited time you have available with a member prospect is used most wisely.

The best Elevator Speech is based on answering four key questions. But don’t forget to tailor your speech to your audience!!!

The four questions you’re going to answer are:

- What is NARFE?
- What does NARFE do?
- What are the benefits of NARFE membership?
- Why should I join?

First let’s address the key question - **“What is NARFE?”**

Tell your prospect, or group of prospects, that:

- NARFE is the National Active and Retired Federal Employees Association.

- It is the only organization solely dedicated to protecting and preserving the pay and benefits of all federal workers and retirees.

The second key question is “**What does NARFE Do?**”

Tell your prospect that NARFE has two primary roles:

- **The first role is as your legislative voice.** To do that, NARFE’s in-house, influential lobbyists, advocate on Capitol Hill on behalf of the federal community, and share with its members what’s going on with legislation of interest to the federal community
- **The second role is as your information resource.** NARFE provides clear information and trusted guidance on complex federal benefit issues. Answers to your questions are only a phone call away if you’re a member.

The third key question is “**What Are the Benefits of NARFE Membership?**”

Tell your prospect that as a member of NARFE, you receive five benefits:

1. *NARFE Magazine* – the primary source of information and guidance on critical legislation and benefit issues.
2. Access to a team of federal benefits specialists for answers to complex benefits questions.
3. Free access to webinars and online resources to help you make the most of your federal benefits.
4. Legislative alerts on issues that impact the federal community. NARFE’s online Legislative Action Center gives you easy access to your member of Congress
5. Member-only discounts on many products and services that you use regularly. NARFE members also are eligible for disaster relief grants, and family members may qualify to compete for college scholarships.

The fourth key question is “**Why Should I Join?**”

Tell your prospect that when you join NARFE, you will help protect your earned pay and benefits, get trusted answers to complex pay and benefit questions, and support the federal community.

In summary, a NARFE elevator speech is already prepared and available to each of us. We just need to download it, learn it, and practice it before we need it. A copy of the F-20 is in the exhibits.

NC Federation Membership Financial Incentives - Rebates

Recruitment

The federation offers a \$10 rebate to eligible federal annuitants or active federal employees residing in North Carolina who join NARFE, as either a chapter or National Only member. If they choose to join a North Carolina chapter, the chapter will also receive a \$5 rebate.

Retention

The federation offers a \$20 rebate to newly or currently retired members who go on dues withholding, along with a \$5 rebate to their chapter. Those in National Only status residing in North Carolina are also eligible for this incentive.

Processing Applications for Rebates

The new member or dues withholding application should be completed and forwarded to Federation Treasurer Sam Crain, 290 Azalea Dr., Maggie Valley, NC 28751-7692. Mr. Crain will review the application and either return it to the applicant for correction or forward it to NARFE Headquarters. Once the application is submitted to Headquarters, Mr. Crain will mail a check to the member, and if applicable, to the chapter.

HEALTH FAIR HANDBOOK



North Carolina Federation



National Active and Retired Federal Employees Association

HEALTH FAIR HANDBOOK

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HEATH FAIR HANDBOOK

What is a Health Fair?

A health fair is an opportunity for an agency or office's employees to meet and talk to representatives of the organizations participating in that year's health insurance open season. This is usually accomplished by the hosting agency or office providing tables and chairs in a room or nearby space and allowing the organizations participating in Open Season to set up exhibits advertising their health care product offerings. Each participating company usually sends one or more representatives to manage their table(s), to hand out free giveaways designed to get employees to visit their table(s), and to answer questions about the products they offer.

The health fair is usually run by someone in the HR department of the hosting agency or office and is open while most of the facility's employees are at work. Traditionally we in NARFE, and maybe representatives from the local Social Security Administration office, are the only health fair participants allowed who are not selling some type of insurance or related product.

Your Role

Your role as a chapter member/officer or National Only member already participating in health fairs is to continue being an ambassador and recruiter for NARFE and the North Carolina Federation. If you've never participated in a health fair but are considering becoming a participant for the first time, you have a similar role, but probably a lot more questions. This handbook should answer those questions and make you a lot more comfortable with the process. For additional very useful information about how to recruit for NARFE, download a copy of the "**NARFE Membership Marketing Manual – A How-To Guide for Recruiting NARFE Members**" from the NARFE website. It can be reached by logging in at www.narfe.org. On the home page select Officer Resources, Membership Materials, Manuals and Guidebooks, and then click on the MM Manual.

For many of the people who visit your health fair table you are the first person they have had the chance to talk to about NARFE. Just be yourself and talk to them like you'd talk to your neighbor. Explain what NARFE is and isn't, how long

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it's been around, what the advantages are to becoming a member, whether you represent a local chapter, or are a National Only member, etc. Show the visitor the pamphlets, handouts and other materials on your table. Answer their questions and talk to them about the membership incentives available. Encourage them to fill out a contact card and participate in the drawing for a one year's free membership in NARFE.

Health Fair Timetable

Most agency health fairs take place in November, during open season, but some are as early as October and as late as December. The schedules for North Carolina health fairs held in 2018 and 2019 are in the exhibits.

Due to the initial and continuing sponsorship and support of BlueCross BlueShield of North Carolina, many of our chapters across the state are now able to routinely participate in these federal agency health fairs. One of the outcomes of this alliance is that we have been able to develop our own working relationships with HR staff of federal agencies and can coordinate our involvement directly with them. If you already have an established relationship with a local federal agency that traditionally hosts health fairs, please get the health fair dates and times from them and share that with the federation's Membership Coordinator.

At the same time, BCBS staff will continue to provide Federal Agencies our contact information and will send us a list of scheduled dates and agency contact information to help us in our efforts. These listings each year have enabled us to expand the number of health fairs in which we have participated. In doing this BCBS requests that we have one point of contact to handle receipt and distribution of this information. We generally receive this list towards the end of October and it's necessary to distribute it as quickly as possible. Carolyn London of the Durham Chapter currently serves in this role.

Each chapter should still contact their area BCBS-FEP representative to schedule Chapter visits.

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Health Fair Supplies Provided

The NC Federation, usually through the Membership Coordinator, purchases certain promotional items for use in health fairs in North Carolina. Over the years we have established relationships with online companies which have a record for providing NARFE marked promotional items at a reasonable price in a timely manner. These items have included plastic bags, note pads, ink pens, and a Letter of Introduction and Invitation from the Federation President.

These promotional items are usually ordered in early summer and distributed to/through the Area Vice Presidents for sharing with chapters and individuals scheduled to participate in that fall's health fairs. Extra promotional items may or may not be kept on hand by the Membership Coordinator, depending upon that year's budget and cost of supplies, number of unexpected health fairs, unanticipated needs, etc. In emergencies, supplies have been shared between areas and chapters and, time and budget permitting, additional supplies may be ordered.

The federation is working on a short video that could be shown on a laptop during the health fair. More information will be shared about that as we get closer to having a final version ready for use.

Health Fair Supplies You Need To Order

While the federation furnishes the promotional supplies mentioned above, chapters or individuals setting up a health fair table will need to order other materials from NARFE Headquarters. See more information about the items available and how to order them in the previously mentioned NARFE Membership Marketing Manual. These include the following:

- NARFE membership application forms (F-135)
- Copies of the NARFE magazine (Use Order form F-18, NARFE Requisition for Printed Supplies)
- Copies of the M2 contact card
- Copies of the following NARFE pamphlets:
 - The 10 Worst Mistakes Federal Employees Can Make (F-126)

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- The 10 Worst Mistakes Federal Retirees Can Make (F-127)
- Pop Quiz on Federal Benefits (F-123)
- NARFE's Participation in the Alzheimer's Association Research Program (FH-12)
- NARFE's Disaster Fund (F-130) When Available
- Any others you think would be of interest to potential NARFE members

Be aware that your supply order to NARFE Headquarters needs to be sent in plenty of time prior to your scheduled health fair. Due to the number of such orders received by NARFE they may not be able to fill a last minute order. If you're a regular participant in health fairs, you may have to keep a supply on hand of the items above, just in case you get a last minute request.

Check occasionally to see if new versions of the printed materials have replaced older versions. The form F-18, NARFE Requisition for Printed Supplies, is available on the NARFE Website under Officers Resources, Order Forms/Supplies. A copy of the form is included on page 27 in the Exhibits.

NC Federation Health Fair Financial Incentives for Recruitment

You should be aware that the NC Federation has adopted a set of financial incentives to help our membership recruiters at health fairs and other recruitment events.

The North Carolina Federation offers two membership incentives for use at these types of events.

The first federation incentive is:

\$10 Off for Immediate NARFE Membership Application Completion

The Federation will support each chapter participating in a health fair or other recruitment event by reducing the standard NARFE membership dues payable. Dues for the initial year will be reduced by \$10 for anyone willing to complete and return a membership application during the health fair or other recruitment event along with payment for the remainder of the membership dues.

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The \$10 reduction will not come out of Chapter dues. If the chapter mails the completed membership application and the remainder of the dues payable to Federation Treasurer Sam Crain at 290 Azalea Drive, Maggie Valley, NC 28751, Mr. Crain will mail the membership application and full dues payment to NARFE Headquarters for processing.

The second federation incentive is:

A Gift Membership Drawing

The Federation will support each chapter participating in a health fair and other recruitment event by giving a free one year NARFE membership in a drawing open to all table visitors who give us personal contact information by completing an M-2 Contact Card.

At the end of the event one fully completed contact card should be randomly picked. Those running the NARFE recruitment table can pick the random card themselves or ask one of the other vendors to pick the winning card.

The winner should be notified that his or her name was drawn and that we will be processing the free one year NARFE membership for them. All of the contact cards collected are to be mailed to NARFE Headquarters where the information will be used in recruitment by NARFE. I would recommend making a copy of what you send just in case it isn't received by NARFE.

As with the prior \$10 reduction in membership dues, these gift memberships are not paid out of chapter dues. If the chapter mails a completed NARFE membership application with the winning card holder's personal information to Federation Treasurer Sam Crain at 290 Azalea Drive, Maggie Valley, NC 28751, Mr. Crain will attach a full dues check from federation funds, and mail it and the completed application to Headquarters for processing. Both of these incentives, the \$10 off and the gift membership, should be fully advertised and implemented during health fairs and other recruitment events.

The Federation Board has shown that it is willing to do whatever it can to financially assist with recruitment activities. If you have other ideas for recruitment incentives, please share them with the board.

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The Health Fair Experience

If you're setting up at a health fair for the first time be aware that you may not be able to see the space used for the health fair prior to the scheduled health fair day. Often that space has multiple uses. Generally the fair will be held in a fairly large space able to have tables for 20 or more health insurance providers and others allowed to participate.

You may be assigned a designated table with chairs or be able to choose your own location. That is probably all that you will be given and you'll need to bring everything else you're going to need for the health fair with you. Don't feel alone as every other participant will be doing the same thing.

Many of the larger participants, such as BCBS, are allowed to have boxes of supplies mailed to the hosting facility in advance and waiting for them when they get there. If you think you will need to do that, please ask well in advance. You do not want to ask the hosting agency to do any more than necessary as they are probably getting many requests from many participating companies and organizations. Those in charge of the health fair will be extremely busy on the morning of the health fair.

Items you will need to bring with you, in addition to the table items you will have ordered from NARFE Headquarters, and those the federation will have furnished you, may include the following:

- A NARFE or chapter banner on a stand. (Don't forget the stand.)
- A tablecloth with a NARFE logo or a plain tablecloth.
- A box to hold the NARFE marked plastic bags you've already been furnished, and already filled with the material you received from the federation and from NARFE.
- 100 or more M2 contact cards (the number depending upon how large the health fair is or is expected to be.)
- Extra pens that table visitors can use to complete the M2 contact cards.
- A nice looking box (decorated if possible) to hold the M2 cards completed by those table visitors wishing to participate in the drawing for a one year free NARFE membership.
- Candy or other treats to help get federal employees to visit your table.

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- Your chapter or federation name tag showing your name and title, if you have one.
- Electrical cords if you will need them to power a laptop or other equipment. If possible, ask in advance for a space near an electrical outlet.

You can expect to have extremely busy periods and slow periods during the day of the health fair depending upon when the employees are allowed time to visit their health fair. There may be busy periods during breaks and lunches in smaller agencies. Larger agencies may have several different break and lunch periods. Take notes so you can remember that information for the next time you return to that agency. The slow periods allow you to replenish your table supplies, discuss what's working and not working, take bathroom and lunch breaks, etc.

Obviously it's difficult to do all of those things by yourself. It's suggested that at least two people (or more) participate in a health fair for the entire time period allotted or have other NARFE members scheduled to stop by to give a break to those working the health fair. Members may not be able to commit an entire day to a health fair but may be willing, if asked, to come by for an hour or two.

What Happens After the Health Fair Ends

There is generally a set time for the health fair to end, shared with you in advance, although you may see the various vendors start packing up their materials at different times. You are free to do the same if that has been discussed with the host agency but don't leave early if they, and their employees, are expecting you to be available until the previously announced end time.

If the agency is large enough to have multiple shifts, the scheduled hours of the health fair are probably set so that the largest numbers of employees will be available to visit the health fair and talk to the participants. Plan to stay until the end but yours doesn't have to be the very last table to shut down.

Before or after packing up your materials try to find someone with the hosting agency that you can personally thank for allowing you to participate in their health fair. While it may not be required, a letter to the hosting agency after the

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health fair, again thanking them for allowing you to participate in their health fair, may help ensure that you are invited again for the next one.

Once home, or during slow periods during the health fair, take notes about what you may want to do differently or what lessons you have learned that could be applied at the next health fair. If you don't participate in another health fair for 12 months, you'll find that you have forgotten much of what you learned during the one you just participated in.

Take notes on how many of each pamphlet, handout, etc. you started the health fair with and how many you ended up with. That will be very helpful when you make your next order for supplies. If you used a lot more or a lot less of the items supplied by the federation than you were given, let your Area Vice President and/or the federation Membership Coordinator know. It's extremely difficult to know how many supplies to order for the entire state each year and feedback is always helpful.

Don't forget to contact the winner and then process the NARFE membership application for the federal employee winning the drawing for a free one year's membership in NARFE. Details of the required steps can be found in the attached "Health Fair and Other Recruiting Event Incentives" exhibit.

Be sure to mail/ship the completed M2 contact cards to Headquarters for processing or send a spreadsheet with all of the information contained on the completed cards. In the past Headquarters always wanted the actual contact cards. Now they seem satisfied with receiving a spreadsheet with the contact information.

Before sending any documents or spreadsheets to Headquarters, please make sure that you are keeping a copy of whatever you send. We have had several instances of the original cards or spreadsheets not ever being received by Headquarters, meaning all of the work to obtain them at the health fair is wasted, as these people can never be contacted by NARFE or the chapter for potential membership.

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After the health fair we recommend that you advise your Area Vice President how the health fair went, how many packets of materials were given out, which items seemed most popular, what you ran out of, and how many recruitment supplies you have currently on hand.

The federation's Membership Coordinator depends upon the Area Vice Presidents to know where recruitment supplies are being maintained in the areas, where they are low on supplies, and where there are supplies that could be shared with other chapters, and areas needing additional supplies. This information is also very useful when supplies are being ordered for the entire federation, as this generally only happens once a year.

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Tips for a Successful Health Fair Experience

By Carolyn London

The NC Federation's Most Successful Recruiter

To be a successful recruiter you should be familiar with the following information about who is eligible for NARFE Membership and the types of membership available:

Eligibility: NARFE Membership is open to civilians who are or will be eligible to receive an annuity or survivor annuity from the federal programs of any agency of the United States government. That includes:

- Retires
- Current federal employees
- Spouses and surviving spouses of those eligible to join NARFE
- Former Federal employees
- A former spouse who is entitled to a federal survivor annuity

Types of Membership

- National only – Chapter optional, but first year chapter dues are free with National Membership (\$40). Chapter dues are specified in Chapter By-laws. Chapter dues vary from \$4 to \$15 in NC.
- Life Membership depends on age. May be paid in installments. Then you pay chapter dues only.
- Dues Withholding but not for current employees, life members, or members who retired under workers compensation.
- Gift membership

I would suggest that each chapter take a few copies of the following application forms and brochures to the Health Fair:

- | | |
|-------------------------------------|-------|
| ○ Life Membership | F-53 |
| ○ Gift Membership | F-85 |
| ○ Dues Withholding (Current Member) | DW-2. |

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- Dues Withholding (New Member) DW-3
- Dues Withholding Brochure F-86
- Reinstatement Card M-1
- NARFE Member Request for Chapter Transfer F-84
- Be Prepared for Life's Events F-100

I would also recommend that you take a list of NC Chapters and POC's to Health Fairs.

Remember you can recruit for any NC Chapter or any State and then coordinate with the chapter or state following the Health Fair.

It is also helpful to have a device with you so that you can check the status of a member who does not know which chapter they are a member of or when their dues need to be paid.

I always include my business card in the Recruitment packet and on the table.

It would be helpful to know which chapters are closed or are in the process of closing when you are at a Health Fair. I have recruited for closed chapters. It makes us less creditable and causes us to appear not to know what we are doing, and we cannot be very good ambassadors for NARFE in that environment.

After the Health Fair I prepare an excel spread sheet listing all individuals who signed M-2 Cards and forward to NARFE Headquarters and to appropriate chapters so that they can try recruiting those individuals. It can take 6 to 9 months before they show up on the prospective members list if ever. By that time the contact information is no longer relevant. About 2 weeks after the Health Fair I follow up with each individual to see if they have questions after looking at the information included in our recruitment packets. Often, I recruit them at that time.

I suggest that we include the Bailey Settlement Rack Card that was developed several years ago in the Recruitment Packet.

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I find it helpful to have individual NARFE Members who have retired from the agency where the Health Fair is being conducted as part of the recruitment team.

Here are some of my tips for the day of the health fair:

- Set up your table as professionally as you can.
- Prepare Recruitment Packets ahead of time.
- Wear NARFE Badges and shirts.
- Have a candy dish. This is a good ice breaker.
- Don't just sit at your table. Get up and greet people.
- Get a completed M-2 Card from everyone who picks up a packet of information. This will give you a way to track our success in recruiting. Always check to ensure information is legible and complete.
- Have a raffle and provide 1 free one-year NARFE membership. This encourages prospective members to fill out M-2 cards.
- Take a list of NC Chapters with contact information. The list on the back of the Beacon is a good resource. Remember you are not just recruiting for your chapter. A NARFE member for any chapter or state is an accomplishment!
- Do not try to answer Health Insurance questions. Keep in mind that when you are at a Health Fair most of the carriers have consultants at the Fair. Direct questions to the consultants. They are very territorial but are valuable to us since they encourage NARFE Membership.
- If you receive questions about NARFE that you cannot answer, just record the question and contact information for the questioner and then be sure to follow up with the answer.
- Remember that "dues withholding" is not available to current employees, Life Members or individuals who retired under Worker's Compensation.
- Be sure to put your NARFE member number on the application if you want credit for the recruitment.
- Be aware of Federation recruitment incentives in place for New Members. Send those applications to Sam Crain, Federation Treasurer to ensure incentives are processed.

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- Invite people to join. Ask them to share information with their friends and coworkers. Let them give you a check made out to NARFE, or provide their credit card information on the application. Offer to mail the application for them.
- Practice your elevator speech.
- Emphasize “Bill Tracker” and Webinars listed in NARFE’s monthly Magazine.
- Keep your eyes and ears open to possible contacts for future events and opportunities to access Federal Installations. Obtain names and addresses, email addresses or telephone numbers if possible. Share with the Federation Membership Coordinator.

Carolyn London

HEALTH FAIR HANDBOOK EXHIBITS

2019

North Carolina Health Fairs

<u>Agency</u>	<u>Date</u>	<u>Location</u>	<u>Chapter</u>
VA-HCC	10/24	Charlotte	Charlotte
VA OP Clinic	11/05	Kernersville	Piedmont-Triad
NIEHS	11/06	RTP Durham	Durham
USAF	11/06	S. Johnson AFB	Wayne County
VA-HCC	11/06	Kernersville	Piedmont-Triad
USMC	11/07	Camp Lejeune MCAB	N/O Members
USMC	11/08	Camp Lejeune NH	N/O Members
VA-HCC	11/12	Fayetteville	Durham
VAMC	11/13	Fayetteville	Durham
US Courts/Probation	11/13	Raleigh	Raleigh
Butner FCC	11/21	Butner	Durham
CBOC Charlotte	11/21	Charlotte	Charlotte
Ft. Bragg	11/21	Fayetteville	Durham
VAMC	11/22	Salisbury	Salisbury

HEALTH FAIR HANDBOOK EXHIBITS

2018

North Carolina Health Fairs

Agency	Date	Location	Chapter
NIEHS	10/26	Durham	Durham
VAMC	10/30	Asheville	Asheville
USAF	10/31	S. Johnson AFB	Wayne Co.
VAMC	11/05	Durham	Durham
VA-CBOC	11/05	Charlotte	Charlotte
VA-HCC	11/06	Charlotte	Charlotte
USPS	11/06	Charlotte	Charlotte
MCAS	11/07	Cherry Point FRC	TBD
EPA	11/07	Durham	Durham
NC NG	11/08	Raleigh	TBD
VA-HCC	11/09	Kernersville	Piedmont Triad
VA-HCC	11/13	Fayetteville	Durham
USPS	11/13	Greensboro	Piedmont Triad
VAMC	11/14	Fayetteville	Durham
VAMC	11/16	Salisbury	Salisbury
USPS	11/20	Greensboro	Piedmont Triad
FCC	12/03	Butner	Durham

HEALTH FAIR HANDBOOK EXHIBITS

NARFE Elevator Speech F-20

An elevator speech is simply a summary – or the best possible way to present NARFE and the value of membership within a limited amount of time. We seldom have the luxury of a relaxed, extended discussion with a potential NARFE member. Instead, it is the hurried pitch to busy attendees of a health fair or a brief, chance encounter with a newly discovered co-Fed. A clear, highly focused elevator speech makes certain that the limited time is used most wisely.

The best speech will be based on answering four key questions:

- What is NARFE?
- What does NARFE do?
- What are the benefits of NARFE membership?
- Why should I join?

The following benefits can be used to demonstrate the value of NARFE as you tailor your speech to your audience.

NARFE is the National Active and Retired Federal Employees Association. It is the only organization solely dedicated to protecting and preserving the pay and benefits of all federal workers and retirees.

NARFE has two primary roles:

- **Your legislative voice.** In-house, influential lobbyists advocate on Capitol Hill on behalf of the federal community.
- **Your information resource.** NARFE provides clear information and trusted guidance on complex federal benefits issues.

As a member of NARFE, you receive:

- NARFE Magazine — the primary source of information and guidance on critical legislation and benefit issues. .

HEALTH FAIR HANDBOOK EXHIBITS

NARFE Elevator Speech F-20 (Continued)

- Access to a team of federal benefits specialists for answers to complex benefits questions.
- Free access to webinars and online resources to help you make the most of your federal benefits.
- Legislative alerts on issues that impact the federal community. NARFE's online Legislative Action Center gives you easy access to your member of Congress.
- Member-only discounts on many products and services that you use regularly. NARFE members also are eligible for disaster relief grants, and family members may qualify to compete for college scholarships.

When you join NARFE, you will help protect your earned pay and benefits, get trusted answers to complex pay and benefit questions, and support the federal community.

F-20 (0718)

HEALTH FAIR HANDBOOK EXHIBITS



Subject: Letter of Introduction and Invitation

(for placement in health fair bags)

To: All Federal Employees

I want to take this opportunity to thank you for your service in the Federal workforce and to introduce you to a fraternal organization of current and past federal employees - the **National Active and Retired Federal Employees Association - NARFE**. As a federal employee you are an important part of one of the finest workforces in America and contributing to the successful operation of our great country.

While you are working hard to serve America, there is an organization working hard to serve you and protect your benefits. NARFE is the only association solely dedicated to safeguarding and enhancing the benefits of active and retired Federal employees and their families. We have powerful representation and advocacy before Congress. We have a team of Federal Benefits Service Specialists to help you or your family with questions on your earned benefits. We also provide legislative alerts on Congressional actions affecting the federal community.

We invite you to join NARFE to ensure your concerns are brought before Congress and you are kept informed of any changes to benefits or entitlements. As a NARFE member you will receive our award-winning monthly magazine, *NARFE*, filled with useful information concerning the Federal Employee. It answers member questions on many benefit concerns and keeps you up-to-date on the Thrift Savings Plan monthly returns. This powerful organization also offers Scholarships and disaster relief grants.

You can join NARFE as a National Only member or as a National and Chapter member. Most of our 31 chapters across the state have monthly get-togethers to discuss current issues and updates. Attendance is not required but encouraged and you will probably find chapter meetings very interesting. You can get additional information about membership options at our North Carolina Federation website - www.ncnarfe.org - or on our national website - <http://www.narfe.org>.

Again, thanks for being a part of the Federal workforce and we hope you will review our literature and consider joining us in NARFE. The more members we have, the stronger will be our voice with our legislators in Washington and in Raleigh.

Tom Jennings, President, NC Federation of NARFE



NARFE REQUISITION FOR PRINTED SUPPLIES

MEMBERSHIP APPLICATIONS

- _____ F-53 NARFE Life Membership Application (09/19)
- _____ F-85 NARFE Gift Membership Application (08/19)

MEMBERSHIP RECRUITMENT

- _____ F-1 Webinar Flyer General (08/19)
- _____ F-2 Monthly Webinar Flyer (updated monthly)
- _____ F-123 Pop Quiz on Federal Benefits (08/19)
- _____ F-126 10 Worst Mistakes Fed. Employees Can Make (08/19)
- _____ F-127 10 Worst Mistakes Fed. Retirees Can Make (08/19)
- _____ F-135 Membership Brochure w/ Application (07/19)
- _____ M-2 Prospect Information Card (08/19)—use at events and giveaways to collect names and addresses
- _____ NARFE Magazine (see below)

CHAPTER MATERIALS

- _____ F-3A Proposed National Committee Resolution (10/19)
- _____ F-3C Proposed Bylaw/Standing Rule Amendment (08/19)
- _____ F-7 Chapter Officer Roster (04/15) *Can submit online
- _____ F-18 Requisition for Printed Supplies (01/20) (Limit 5) *Can submit online
- _____ F-21 Chapter Bylaws (02/19)
- _____ F-21A Federation Bylaws (07/19)
- _____ F-30 Monthly Chapter Update Report (10/19)
- _____ F-38 Chapter Treasurer's Monthly Report (02/14)
- _____ F-84 NARFE Member Request for Chapter Transfer (02/08)
- _____ F-100 Be Prepared for Life's Events (12/19) (Limit 5 – members only)
- _____ F-128 Distinguished Member Application (09/19)
- _____ F-131 Chapter Audit Checklist (11/09)
- _____ F-86 Dues Withholding Program (08/19)
- _____ DW-2 Dues Withholding Application for Retirees (08/19)
- _____ DW-3 Dues Withholding Application for New Members (08/19)

CHAPTER OFFICER DUTIES & RESPONSIBILITIES

Short overviews of Chapter Officers' duties and responsibilities

- _____ F-58 Chapter Service Officer (06/13)

FEDERATION FORMS & GUIDES

- _____ F-7A Federation Officer Roster (08/17) *Can submit online
- _____ F-22 Federation Convention Report (01/18)
- _____ F-46 Changes to LSA Assignments (09/13)

MANUALS & GUIDEBOOKS (LIMIT 2 PER CHAPTER)

- _____ FH-6 Member Records Manual (06/10)
- _____ FH-7 Federation Legislative Chair, Congressional District Leader and Senatorial Leader Guide (09/19)
- _____ FH-9 Public Relations Handbook (11/18)
- _____ FH-10 Service Officer Guide (04/16)
- _____ FH-11 Community Relations Guide (12/19)
- _____ FH-15 Chapter Development Manual (01/19)
- _____ FH-19 Membership Marketing Manual (10/18)

LEGISLATIVE PAMPHLETS

- _____ 2019-2020 NARFE-PAC Brochure
- _____ 2019-2020 NARFE-PAC Collections Form
- Federation Legislative Chair, Congressional District Leader and Senatorial Leader Guide (FH-7). See above in Manuals & Guidebooks.

NARFE PROGRAM INFORMATION

- _____ FH-4 NARFE National Bylaws (10/18)
- _____ FH-12 NARFE's National Alzheimer's Research Program (01/20)
- _____ F-105 NARFE's Annual Scholarship Awards Program UNAVAILABLE
- _____ F-107 Service Officers & Centers (04/13)
- _____ F-130 NARFE's Disaster Fund UNAVAILABLE
- _____ H-134 Information Directory for Headquarters (08/19)

SUPPLIES

- _____ F-67 Order Form for NARFE Membership Label/Listings (07/17)
- _____ F-129 Ptn Order Form (08/11)

Supplies for purchase: make check or money order payable to NARFE:

_____ Chapter Letterhead (Package of 50 sheets)	\$2.50
_____ Envelopes (2 color/logo) 500 minimum	\$17.00
_____ NARFE 90th Anniversary Book	\$6.00

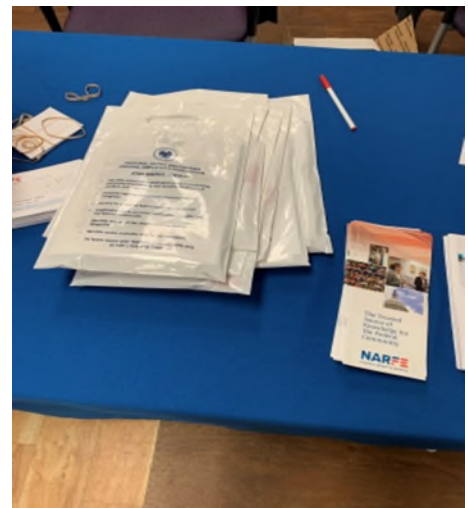
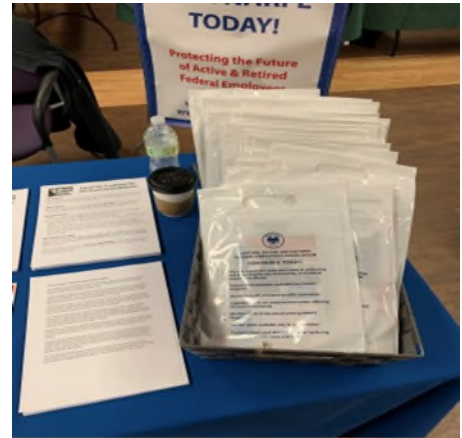
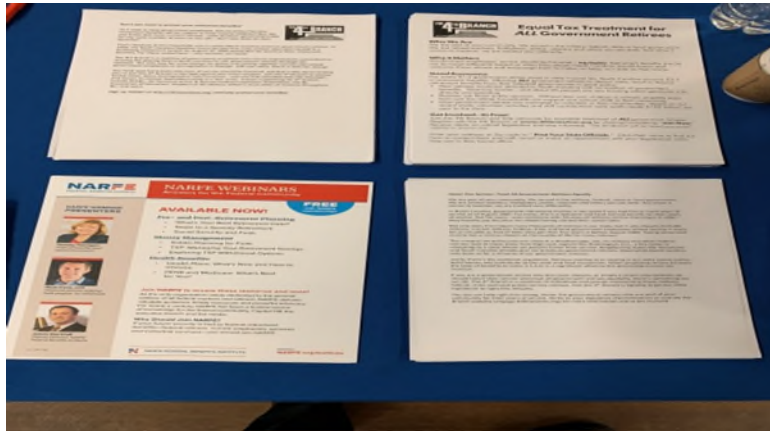
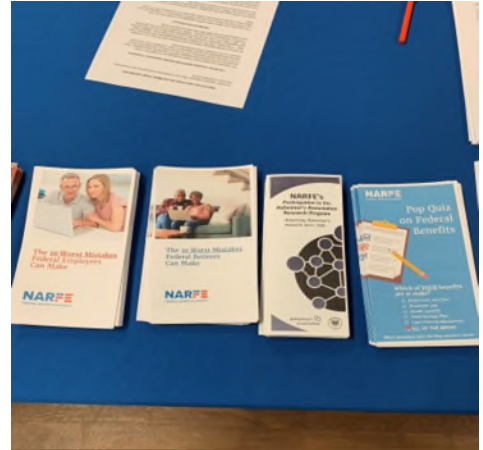
Total Enclosed _____

If you are planning a recruitment/health fair event, please contact NARFE Recruitment & Retention for information on ordering materials. Help NARFE conserve resources. Please order only what you need. **Orders of more than 100 magazines will be reviewed.** Please provide a list and dates of events you are attending to support your order. Supplies are limited and all requested quantities and/or issues dates cannot be guaranteed. **Questions? Call 800-456-8410.**

Requested by:	Chapter number: _____ Today's date _____	Mail to: NARFE Supply Section 606 North Washington Street Alexandria, VA 22314-1914 or FAX to: 703-838-7781 or submit online at www.narfe.org/f-18 <u>Plan ahead. Allow 10 business days for delivery. Thank you.</u>
	Date materials needed: _____ (mm) _____ (dd) _____ (yyyy)	
Shipping Address:	Name: _____	HEADQUARTERS USE ONLY: Shipped: _____ Initials: _____ Date: _____
	Officer Title: _____	
	Phone number: _____	
	Email: _____	
To: _____		
Street: _____		
City: _____ State: _____ ZIP: _____		
Shipping Contact Info: _____		

HEALTH FAIR HANDBOOK EXHIBITS

Health Fair Photos



150 Ways to Recruit New Members & Retain Current Ones

Following is a list of ideas on how to recruit new members, grouped into major categories, while at the same time involving your current members. Having them involved with recruitment simultaneously helps with member retention. An interested, involved member helping recruit new members is far more likely to continue his or her current NARFE and chapter membership.

Chapters and federations should always be looking for ways to grow and to recruit new members and there are many simple things we can do. Many of these ideas could also be used by National Only members as they recruit for NARFE. Remember that both chapter members and National Only members are all North Carolina Federation and NARFE members.

The following ideas have come from personal experience, from other federation members, and from the internet, where suggestions for recruiting civic club members have been adapted into suggestions for recruiting NARFE chapter and national only members. We guarantee that you will hear multiple recruiting and retention ideas that you've never thought of. We've just got to start using them.

Many of the original ideas and suggestions are courtesy of the Wild Apricot Blog at www.wildapricot.com.

The first category of ideas and suggestions is titled:

Get Help from Your Current Chapter Members

(There are 18 suggestions in this category)

01. **Host a “bring a friend” chapter meeting**
Encourage members to bring someone eligible for NARFE membership. This could even be a recurring event so that members are continually bringing new friends!
02. **Create a welcome packet for guests who are recruitment prospects**
Include things like NARFE pamphlets, a chapter calendar, and contact information, as well as information about becoming a NARFE and chapter member.
03. **Develop clear chapter goals and a strategic plan for recruitment**
Be sure and involve your chapter members in the process

04. **Follow up with guests after the meeting**
Send an email or postcard, or make a phone call thanking the guest for attending, and asking if they're considering membership. Sending out a post-event survey can also help you see what went well and what you can improve for next time.
05. **Reach out to former members**
Some people might be ready to come back after a break from chapter membership.
06. **Encourage members to share your newsletter with friends,**
Especially if they're featured in it!
07. **Invite members' families to events**
Remember that spouses of current and retired federal employees and survivor annuitants are all potential members
08. **Help members develop their own "elevator speech" about their NARFE and chapter membership**
Why are they members? What's the biggest benefit of membership? Can they explain the purpose of the chapter or of NARFE?
09. **Ask your members for recruitment ideas**
They may have an idea you haven't thought of before, or know about recruitment opportunities within their own social networks.
10. **Offer chapter business cards to your members**
It's an easy way for them to point people to your chapter and share information more easily with their network.
11. **Offer a different meeting time to attract people with different schedules**
Is your meeting time leaving out a whole group of people? Consider switching up your meeting day and time to attract more people. If this works, and you change anything permanently, don't forget to inform NARFE Headquarters.
12. **Coach members on creating a welcoming meeting experience**
Getting potential new members to attend meetings is only half the

battle! Remind current members to greet newcomers and try to avoid NARFE or chapter jargon when there are visitors present.

13. **Create an invitation email template your members can use**
Make it easy for members to send invitations to join the chapter and NARFE by doing most of the work for them. You could also create paper-based pamphlets or member application forms, or boiler-plate text that current members can copy-and-paste into emails or Facebook messages that they send to colleagues.
14. **Create a chapter or NARFE button, pin, or name tag and encourage members to wear it at meetings and elsewhere**
Make sure it's stylish so members will be more likely to wear it, and people will ask what it's about.
15. **Conduct exit interviews with departing members**
When you know why people are leaving, you can start figuring out ways to keep them.
16. **Create perks for chapter members who recruit new members**
Little perks and freebies can really motivate people. Think about gift certificates or a shout-out at your next meeting for members who bring in new prospects.
17. **Consider creating a promotional video or use a federation produced one**
Members can share it with their contacts, and you can share it on social media.
18. **Thank your member recruiters regularly**
Here are a few different ways you can do that:
 - Offer especially engaged members a "recruitment role" in the chapter, such as chapter membership chair or "assistant chair."
 - Send your recruiters to area or federation membership meetings at chapter expense.
 - Hold special recruitment meetings to give these members the necessary tools and opportunity, and encourage them to recruit new members.
 - Give them a few minutes in every meeting to announce their results and to ask for help.

The second category of ideas and suggestions is titled:

Interact With Your Community

(There are 23 suggestions in this category)

01. **Volunteer as a group to participate in a community event**
You'll get to do good as well as meet possible members in your area.
02. **Have a booth at malls, fairs, festivals, or similar events**
Give volunteers talking points to introduce your chapter to the community.
03. **Advertise in local newspapers & cable TV if you can afford to**
04. **Send letters or make personal contact with local federal agency heads**
Invite these leaders to chapter meetings as speakers.
05. **Do service projects that serve a need in the community**
06. **Place pamphlets in places that federal employees or retirees may be**
07. **Send letters to people in the news with an invitation to visit the chapter, possibly as a speaker**
Publicize the event widely and if the speaker agrees, invite the public.
08. **Host a community Open House for prospective members**
09. **Leave extra copies of NARFE magazines in waiting rooms**
10. **Honor outstanding community members with awards**
Have them presented at a chapter meeting and invite the public.
11. **Put posters about NARFE and the local chapter in public areas**
Be sure to place them near federal installations.
12. **Sponsor a local event.**
Include your chapter name and logo on promotional materials, and make sure event organizers have your chapter information for anyone who asks.

13. **Give a talk about your chapter at other organizations.**
Share your mission and activities with other civically-minded people.
14. **Host activities for members and non-members alike**
A group activity is an excellent way to meet new people. Something like a park clean-up or other community service projects can attract a wide range of prospective members.
15. **Walk in a parade or build a float for town parades**
You'll put your chapter in front of the whole town — and look good doing it!
16. **Host seasonal meet-and-greets with a fun activity**
Think about a fall hayride, a winter hot cocoa party, a spring nature walk, or a summer ice cream social to attract new members.
17. **Have a meeting in a public location like a park or square**
It draws attention and is a low-commitment way for curious potential members to check you out.
18. **Host a guest speaker**
Guest speakers attract non-members who share your interests. many chapters bring in new speakers on a monthly basis to keep attracting new audiences.
19. **Host a charitable event like a run or walk**
You'll raise money for a good cause, and introduce your chapter to new people who also support the cause.
20. **Host low commitment meet and greets at a local coffee shop**
Invite prospects to come for a coffee on you, simply to learn about your chapter and meet your members.
21. **Film member stories and testimonials**
Publish them to your website and social media so you can give prospective members a visual reminder of just how engaged your current members are.

22. **Personally follow up with every prospect**
When somebody signs up for one of our events, either at that event or afterwards, follow up with each one of them personally and ask them if they want to join. Probably about 95% will want to join after that.
23. **Launch a direct mail campaign**
If you can put together a prospects mailing list, or if you reach out to lapsed members, you might see success!

The third category of ideas and suggestions is titled:

Traditional Marketing and Recruitment Ideas

(There are 11 suggestions in this category)

01. **Put up recruitment flyers around town**
Look for community bulletin boards and high traffic spots like grocery stores and coffee shops.
02. **Place chapter materials at willing businesses**
03. **Think about where people who share your interests will be**
Leave material with federal installations for sure.
04. **Share chapter information with new residents**
Do local realtors give welcome baskets when someone moves to town?
Ask to include your chapter information with baskets any new to town
federal employees will receive.
05. **Announce chapter meetings in local newsletters**
Look for neighborhood and special interest newsletters, whether online or on paper.
06. **Put all meetings on community calendars**
Usually you can submit your information quickly online, and get listed quickly.

07. **Submit your chapter information to local directories**
Your chamber of commerce, local newspaper, or other local groups may publish a directory — list your organization and chapter!
08. **Place an advertisement in the local paper**
Paid advertising can pay off if you select publications that potential members will read.
09. **Put a PSA on the radio**
Let the community know about your chapter or its events in a short radio message.
10. **Create an informational brochure about your chapter**
Include the chapter's mission and activities, as well as contact information.
11. **Send media releases to local outlets when your chapter completes a project**
Learn to write a press release so you can attract media attention to your chapter.

The fourth category of ideas and suggestions is titled:

Organizational Recruitment Ideas

(There are 16 suggestions in this category)

01. **Put up a sign at your meeting place during your meeting**
It's amazing how many people discover organizations by simply walking or driving past their sign.
02. **Report on your membership numbers and goal progress**
Keep the members up to date on how recruiting is going to motivate them to help
03. **Consider the affordability of chapter dues**
Consider if the dues are a barrier to potential members.

04. **Make sure your contact information is up to date with NARFE Headquarters**
Often these are posted and then forgotten. You may have information out there that isn't correct.
05. **Remove barriers to attendance**
Think about what might stand in the way of someone joining, and try to resolve those issues. For example, you could meet at a popular restaurant but not at its busiest time on its busiest day.
06. **Create a chapter bumper sticker**
Put your name out on the road!
07. **Consider membership options at the chapter level**
Don't forget about NARFE or federation membership incentives
08. **Offer a one-or two-month trial period for new members before they pay dues**
If there's no cost for trying it out, potential members may stay long enough to see how much they like your chapter.
09. **Create a membership drive budget**
Ads, events, and promotional materials all cost money. Prioritize your chapter membership drive by budgeting for it.
10. **Give away something free to new members**
The chance to win a prize always attracts interest.
11. **Designate a Membership chairperson**
Increasing membership is a worthy effort, so appoint a team captain to head it up.
12. **Set a membership goal**
A concrete goal encourages members to recruit new people, and puts everyone on the same page.
13. **Talk to other similar organizations to see how their membership efforts are going, as well as to your own members**
You might be surprised at what you learn.

14. **Track how and why new members join**
That way you can assess the effectiveness of your membership recruiting activities. Cut ineffective ways and pour more resources into the ones that actually work.
15. **Create chapter benefits and resources**
If you can be something that people can't get anywhere else — and something that is really special — your membership will flourish.
16. **Look into points of friction or contention for new members**
Is it as easy as possible for new members to join? If not, what can be done about it?

Following are 82 additional quick and dirty recruitment and retention ideas if you still need more inspiration! Some of these may be similar to some of the others that have been listed. (Thanks to **Membership Matters**, Clubrunner Newsletter, Vol.4 No. 5 November 2004 for the original ideas)

Quick and Dirty Recruitment Ideas

01. Hold a chapter meeting only on membership
02. Give the membership chair some time at every chapter meeting
03. Put together packets for guests to chapters
04. Print chapter business cards with meeting location and time
05. Hold high-profile chapter meetings to emphasize membership
06. Hold wine and cheese receptions for prospective members
07. Ask for recruitment help and advice from other organizations.
08. Have a special guest day
09. Make prospective members feel important
10. Make some meetings social events
11. Build a chapter web site to promote your chapter
12. Start a Facebook page for your chapter
13. Use email to promote your chapter activities and meetings
14. Ask corporations and employers to sponsor or subsidize membership recruiting costs
15. Have a reward program for those who bring in new members
16. Create more fun at your meetings
17. Give a money back guarantee—if after 3 months a new member does not want to be a chapter member, return their fees
18. Invite the media to cover well known speakers

19. Use word of mouth about the benefits of NARFE membership
20. Network with friends and family who might be eligible for membership
21. Follow up with guests who attend a meeting for the first time
22. Place a colored dot on the watch of every member to remind them to bring a guest
23. Lead by example—how many members have you recruited?
24. Have members give talks at other organizations
25. Provide guests with free meals
26. Provide brochures for new employee packets in federal agencies
27. Advertise at sports events
28. Ask nearby chapters for advice on how they recruit
29. Hold joint meetings with other chapters
30. Share your chapter experience with others
31. Participate in community events as a chapter
32. Write letters to the newspaper about chapter events and activities
33. If a prospect can't attend your chapter meeting due to meeting day or time, suggest another nearby chapter
34. Publicize chapter successes, elections, events, in local newspapers
35. Circulate the chapter newsletter widely
36. Design a chapter brochure
37. Hold recruiting events with two or more chapters
38. Form/join a speakers' bureau
39. Obtain and wear NARFE labeled hats and shirts.
40. Mention your chapter at meetings of other organizations during announcements
41. Send chapter newsletters to guests
42. When asked about your leadership skills & career success, tell them about your chapter
43. Ask the Area Vice President to attend a chapter meeting to talk about membership
44. Ask every member to submit 3 prospects to the membership chair
45. Make federation and chapter events FUN
46. Give every member a NARFE decal or bumper sticker for their car
47. Offer NARFE license plates to chapter members
48. Give testimonials about your chapter while guests are at the meeting
49. Repeatedly invite prospective members
50. Practice selling your chapter at chapter meetings—have a one minute elevator speech ready

51. Conduct a Membership Satisfaction Survey
52. Have the chapter president challenge each member to recruit one new member
53. Bring a potential member to a chapter meeting
54. Make direct contact with other civic clubs on recruitment
55. If still working, bring your co-workers to a chapter meeting
56. Have new member kits available
57. Use books, brochures, videos and posters from NARFE HQ
58. Hand out invitation cards for a "Free" chapter lunch
59. Have members constantly promote and rave about your chapter
60. Meet at a good location
61. Assign every member to a 5 person recruitment team - each team brings in a new member every six months
62. Develop a strategic plan as membership is a year-round priority and needs to be planned
63. Have incentives for recruitment
64. Have a large poster that lists all the members who have recruited a new member in the past year
65. Display a thermometer showing progress towards a chapter's membership goal
66. Feature a NARFE "benefit of the month" in the chapter newsletter
67. Welcome and recognize new members with pizzas & invite spouse/partner to attend chapter meetings
68. Develop a welcome letter from the president for all new members
69. Contact all members who have resigned in the past 3 years
70. Use billboards at bus stops and road sides
71. Recognize new members in newsletters
72. Regularly check the NARFE or NC federation web site for ideas
73. Invite spouses to chapter meetings and functions
74. Air a recruiting Public Service Ad on local radio stations
75. Post recruiting flyers on community bulletin boards
76. Ask your friends and neighbors to post recruiting flyers
77. Have a "Bring a Friend Day" at a chapter meeting
78. Speak at clubs and fraternal organizations about NARFE
79. Bring a local federal agency head to a chapter meeting
80. Offer to provide meeting transportation to a prospect
81. Don't give up! Invite a prospect multiple times
82. Pass out M & M candy to remind members that "Membership Matters" and that we need "More Members".