

MEMBERSHIP ACTION PLAN OUTLINE

We recognize that membership numbers are essential to the ongoing strength and vitality of Chapter 65; therefore it behooves all members to work towards enhancing our membership numbers by the various means currently at our disposal. Accordingly we propose the following Membership Plan:

Membership Recruitment

Develop a Chapter Membership Plan to assist in achieving the following objectives:

1. Recruit new members
2. Retain current members
3. Increase meeting attendance
4. Prepare reports & update for meetings, newsletters and website.

1. Recruit New Members

- A. Continue annual July membership drive in lobby of Federal Bldg
- B. Maintain contact with FEB to attend Pre Retirement Seminars that they organize.
Encourage use of personal contacts within Labor Department and FOB
Train teams of members to perform this function.
- C. Strive to expand knowledge of our presence and activities through the use of our Website, www.craigslislist.org, Face book, Google Places and other electronic media..
- D. Encourage members to make personal contacts and talk about NARFE with families, friends, neighbors, former coworkers, and at community events.
- E. Participate in Health Fairs and Open Season Oct/Nov/Dec
Develop member teams to facilitate these events
- F. Annual October Sky Garden member's social.
- G. Establish Active Employee Liaison position to promote NARFE

2. Retain Current Members

- A. Welcome new members send welcome letter and invite to chapter meeting.
- B. Review M-112 and M-114 to identify members sent a second notice and contact by mail to remind them to pay dues and stay with NARFE.
Make further contact by phone to those dropped for non-payment to reinstate their membership
- C. Encourage Dues Withholding
Through use of web site, newsletter and meetings
- D. Involve members in activities through use of web site, newsletter and meetings
- E. Annual October Sky Garden member's social.
- F. Establish Active Employee Liaison position to improve retention.

3. Increase Meeting Attendance

- A. Greeters at meetings
- B. Have interesting programs
- C. Go on outings to interesting points of interest, plays, casinos, picnics, luncheons etc.
- D. Add humor to enliven meetings.
- E. Make phone calls to members using telephone tree.
- F. Maintain relationship with Regional Administrator to enhance communication of meetings and activities to employees through lobby displays and e-mail.
- G. Friendly email reminders to members of upcoming meetings

4. Prepare reports for meetings, newsletter and website

- A. Provide regular/timely reports and updates to inform membership of Chapter plans, events other activities.
- B. Better utilization of website