



*Tennessee Federation Conference
April 18, 2023*

Membership Strategy Overview

*Presented by Jackie Bryant – Coordinator,
Member Engagement*

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Coordinator, Member Engagement
September 1988 to present, 34 years of service.



- *Manages all aspects of the monthly membership dues invoices (renewal, rejoined, auto-Pay) and welcome new membership.*
- *Participate in recruiting event, exhibit, Conferences.*
- *Administratively support Member Engagement formerly (Membership Development and or Recruitment and Retention)*
- *Coordinate with Member Records, Business Development, and other departments to help reach membership engagement goals.*
- *Provides high quality customer service in response to emails accounts (Login Help, membership), 1800 inquiries and requests from new and current members, chapter/federation leaders, and prospective members.*
- *Coordinate with Federal Benefits in with webinar registration, login assistance, etc.*
- *Troubleshooting data errors and finding ways to increase efficiency.*
- *Manage requests from the field for membership recruiting efforts such as brochures, flyers, etc., and particularly when it a trend in demand, which has increased as the pandemic has receded.*
- *Coordinates with the fulfillment team (Mail Room) and Comms to ensure updates, and adequate number of brochures and magazines are available to fulfill requests as they come in.*
- *Among other duties and responsibilities.*



Key Elements

- Enhance digital marketing & communication efforts
- Create multiple paths to find NARFE (partnerships)
- Increase member retention through engagement, especially within first-year and overall
- Enhanced tools and support for field (recruiting and leadership development)
- Target active Feds with relevant content and benefits
- ***EMPHASIZE VALUE of NARFE***



Lead Generation/Acquisition

- Direct mail to prospects and lapsed members
- Targeted digital marketing
 - Membership marketing e-blasts to Fed pub lists (FedWeek, FedManager)
 - Online and social media (Google Ads/LinkedIn/Facebook)
 - Online outlets (FNN-Federal News Network, FedForum, etc.)
 - Promote our webinars and to select NARFE resources to generate leads.
- New NARFE.org
 - Easier for users to find info, easier for us to capture info
 - Significant increase in activity on the site



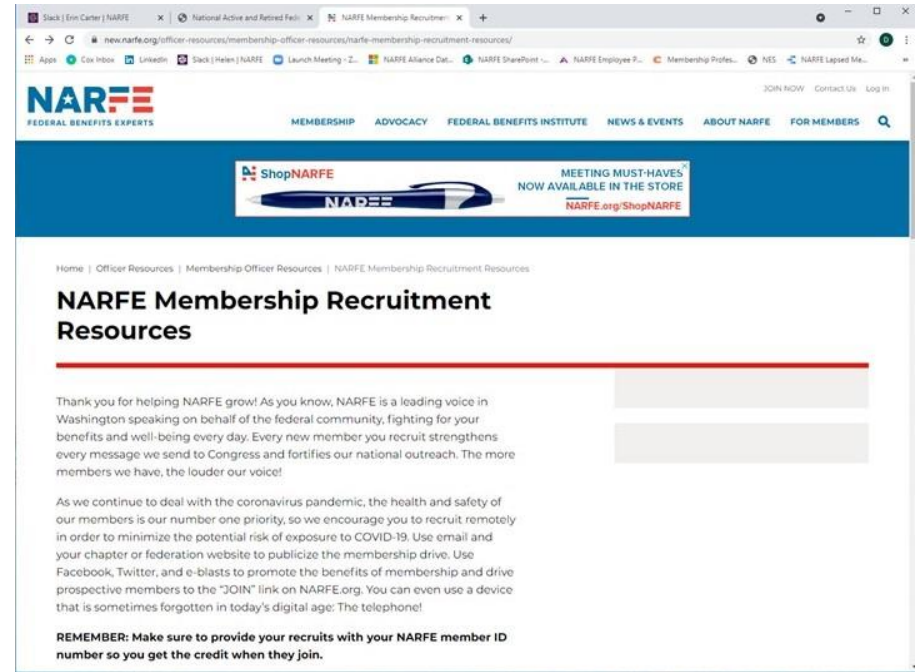
Organizational Relationships

- Share select NARFE resources in exchange for exposure to key target audiences
 - Partner shares NARFE messaging and brand
 - Attract prospective members and acquire contact info
- Associations
 - NAIJ – National Association of Immigration of Judges
 - FMA – Financial Management Association
 - FEW – Federal Employed Woman
 - BIG – Black in Government
- Events & Publications
 - FDR (Fed Dispute Resolution) Training upcoming
 - FedForum

Local Recruitment/Retention Resources



- NARFE Recruitment Resources page
 - To help members recruit safely
 - Continue to add and update contents
 - Recruitment letter/email template
 - Sample ads
 - Presentation Resources
 - “About NARFE” video (YouTube)
 - Membership presentation script
 - Membership PowerPoint slide deck
- NARFE Recruitment/Retention Team
 - Printed materials, magazines (F-18 Online form)
 - membership@narfe.org



Retention Resource



NARFE Membership Provides:

Legislative Representation
NARFE's national legislative program is advanced in Congress by a team of registered lobbyists backed by an informed network of grass-roots activists in every state and congressional district, and a member-supported Political Action Committee. The association's strong supporters and years of experience on Capitol Hill and in federal agencies have made NARFE a name respected by members of Congress and a key player in the federal community.

NARFE Magazine
NARFE's award-winning monthly magazine for active and retired federal employees gives current information about legislative issues that affect you, an in-depth look at federal benefits and financial planning topics, questions and answers and more!

NARFE Federal Benefits Institute
The NARFE Federal Benefits Institute has a full slate of live and recorded webinars, issue briefs and tools designed to help you take charge of your federal benefits and prepare for a secure future. These resources are always free to NARFE members. In addition, NARFE Federal Benefits Institute staff of benefits experts are available to personally answer questions about federal benefits by phone or email.

NARFE Member Perks
NARFE Membership entitles you to special rates on insurance, wellness, travel, dining, products, services, and more!



Don't make the same mistakes!
Protect your earned benefits.

Join NARFE today!

As the only organization solely dedicated to the general welfare of all federal workers and retirees, NARFE delivers valuable guidance, timely resources and powerful advocacy. For nearly a century, NARFE has been a trusted source of knowledge for the federal community, Capitol Hill, the executive branch and the media.

National Active and Retired Federal Employees Association

NARFE
FEDERAL BENEFITS EXPERTS
606 North Washington Street
Alexandria, Virginia 22314-7018
800-456-8410
NARFE.org

F-08 (08/18)



The 10 Worst Mistakes Federal Employees Can Make

NARFE
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The Trusted Source of Knowledge for the Federal Community

NARFE
FEDERAL BENEFITS EXPERTS

National Visibility & Brands Awareness



Brand Awareness

- Advertise in local publications that reach active Feds
 - HQ will design them for you
 - Public Service Recognition Week and throughout the month of May
 - Thank active and retired federal employees and military service member for their service
 - Raise awareness of diverse professions within federal workforce and the talented individuals who serve our nation





Member Engagement

- Updated renewal/dues notice process
 - Tightened up mailing schedule and updated messaging,
 - Invalid contact information (addresses) etc.
- With the help of our local chapters, we can capture members before they drop/lapsed in membership (retention)
 - Survey, Email
- Increased emphasis on membership value
 - Better promotion of key resources and benefits
 - Deliver message across multiple platforms
 - *NARFE Magazine, NewsLine, NARFE.org, e-blast*
- Hold joint and or local chapter events (virtual – in person)
 - Invite experts, union groups, fed agency, research to find what interest their community



Personal Connections

- Fall Membership Drive (Sept 1 thru December 31)
 - Essential to get members involved at the grassroots level
 - “If every current member recruited just one new member...”
- Colleagues still active in federal workforce
 - Drop *NARFE* mags/flyers in common areas at their agencies
- Hold joint events with relevant local groups
 - Local senior centers, Federal retirees organizations
 - Meeting (virtual or in-person) to target what interest the people
 - Health insurance reps, union meetings, classes, etc.
 - Invite experts, legislative reps, etc., to speak



NARFE Design Services

- Advertise in local publications that reach active Feds
 - e.g., Wright-Patterson AFB, Ohio—*Skywrighter*
 - HQ will design them for you
 - Print and digital



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!



Connect with NARFE's Miami Valley Chapter at www.NARFE.org/1927



NARFE's Local Presence

- Promote chapter membership in all renewal and acquisition mailings
 - A chance to get involved and meet other members in your area
 - New opportunity to connect online
- Chapter Spotlight
 - Website federation/chapter section
 - Sidebar callout and dedicated page for chapter photos and news

FEDHub: The NARFE Online Member Community



Take advantage of your \$2500 benefit. Get a pair of digital Bluetooth hearing aids and a FREE charger! [Get Started](#)

Your insurance may cover all or part of the cost. Call for more information.

yourhearingnetwork

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Welcome to FEDHub!

FEDHub is NARFE's online community for active and retired federal employees. Members can connect to share advice, solve challenges and develop new approaches.

[Learn More](#)



Explore

Discover communities to enrich your federal career and retirement experience.

[More](#)



Stay Informed

Subscribe to receive important daily updates right in your inbox.

[More](#)



Engage

Join in discussions with fellow Feds to get the most out of your federal benefits.

[More](#)



- Connecting NARFE members across town and across the country
 - Open Forum and topic-specific communities
- Libraries where members can share helpful resources
 - Articles, blog posts, images, chapter newsletters, etc.
- NARFE members have exclusive access to post content
 - Prospective members can read content in certain communities
 - Use to ***engage and recruit new NARFE members***



- Topic-specific communities
 - The Retirement Zone
 - Advocacy Leaders Community (coming soon)
 - Hail a CAB! (Configuration Advisory Board)
 - Tech questions
 - NARFE election discussions—candidates and bylaw proposals
 - Member Recruitment, Engagement, and Retention
- User-suggested communities for agencies/groups
 - U.S. Postal Service Community
 - Federal Human Resources Professionals

FEDHub Chapter/Federation Communities



- Enable chapter/federation leaders to communicate directly with chapter members via HL community email functionality
 - Email announcements, newsletters, attachments, etc., to their full member list
- Foster engagement with chapter members by attracting them to the community on FEDHub
 - Post announcements, newsletters, etc., to the community
 - Receive email notification to view post
 - Start discussions, engage with members by regularly posting content

Questions

Thank you!

Jackie Bryant

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