



THE NARFE CHAPTER

The "Appointed" Chapter Leaders
Orientation and Training
For
Tennessee Federation of Chapters
April 2014

Who else is needed?

- President appoints non-elected officers/committee chairs as needed. Recommend the following officers and committees:

- Public Relations Officer*
- Service Officer*
- Membership*
- Legislative (Fed & State)*
- Newsletter Editor*
- Network Coordinator*



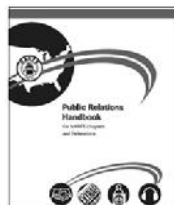
*Highly recommend

Other Committees/Chairs

- Program*
- Nominating*
- Alzheimer's *
- NARFE-PAC*
- Executive
- Chaplain
- Historian / Records Management
- Auditing
- Sunshine
- Social
- Ways & Means
- Telephone
- Parliamentarian



THE PUBLIC RELATIONS OFFICER



Public Relations Officer

■ Basic Responsibilities

- Communicate NARFE activities and accomplishments throughout community, including social media
- Foster and increase public awareness and appreciation of NARFE and federal retirees and employees, including social media/websites
- Keep elected officials informed on NARFE issues
- See that the news media receive and understand the facts and NARFE's position on issues
- Help federation and National Office inform Congress and public about attacks on promised benefits



Public Relations Officer

- Create opportunities for officers and others to address civic, business, religious and local organizations
- Respond to unfair and unbalanced stories pertaining to civil service retirement
- Be familiar with and use position papers, fact sheets and other information from National Office
- Be alert for publicizing activities to recruit new members
- May also be the chapter newsletter editor

Public Relations Officer

What makes a story news? Or even more basic, what exactly is news? These are questions that need to be asked if you want to get publicity for your agency.

Each day, editors and news directors decide what is news for their publications -- or for their television and radio stations. Each editor/news director looks for something different and weighs each available story. Yet, all of them evaluate possible stories on the basis of what their public wants to read, see, or hear -- not on the basis of what you or anyone else might want them to print or broadcast.

Here are **eight elements** of a good news story -- all of which reflect considerations any good editor/news director weighs when making a decision.

Public Relations Officer

Eight elements of a good news story

- 1. IMMEDIACY.** News has a short life span, so report it immediately. What is timely is news.
- 2. PROXIMITY.** What's news to some is not necessarily news to others. Often it's a matter of proximity. What happens nearby is news. For example, a building fire in your community is news to you. But if there's a fire in a building in the next town, it is probably news only to the people in that town.
- 3. PROMINENCE.** When a new restaurant opened, the local newspaper printed a small story. When Johnny Bench or Bernie Kozar opened a new restaurant, it was a big story -- even made the 6:00 o'clock news.
- 4. ODDITY.** "Dogs bites man" isn't news. But "man bites dog" is news. It's different. And that makes the story more newsworthy.

Public Relations Officer

Eight elements of a good news story

- 5. CONFLICT.** A war. An argument. An accusation of wrongdoing. A scandal. These conflict situations tend to make the best news stories.
- 6. SUSPENSE.** Will a family be rescued from its flooded home? Where and when will an approaching hurricane hit the mainland? All of these are good news stories -- made even better by the suspense of "what will happen?"
- 7. EMOTION.** This is why "kids" and "dogs" tend to make good news stories.
- 8. CONSEQUENCE.** It is when your story affects someone else's life or organization that it becomes news to them. So always try to make your news relevant to someone else

JW1

Tools of the Job

- NARFE and Federation Web sites and updates at www.narfe.org and www.narfetn.org
- Your best resources










 Legislative Programs for the 113th Congress: 2013-2014


Resource Materials

NARFE publications


- NARFE Insider Quarterly News,
- Recruiter's Journal & Quarterly NARFE Magazine





NARFE Question and Answer Booklet




Federation Newsletter





How do you reach your audience?

- Newspapers, radio and television news departments appreciate press releases
- Weekly and small daily newspapers, and social media/websites, focus more on community events and organizations
- Use the editorial pages of newspapers
- Radio and television talk shows
- Public access television, if available in your community



Creating a PR campaign



- Get to know news people in community
- Establish good contact info
- Limit releases and press conferences to topics that are newsworthy and timely
- Know your subject before contacting media
- Alert press to events and photo opportunities

Creating a PR campaign



- Don't play favorites with contacts
- Deal honestly with press
- Make sure information is factual
- Keep National informed of PR initiatives
- Refer to www.narfetn.org for PR planning

Community Relations



- Get to know the opinion of leaders in community
- Create speakers bureau of qualified NARFE members for community presentations
- Encourage NARFE members to serve on citizens advisory committees
- Take part in public service programs
- Attend local government meetings and hearings

Your Own People May Be Newsworthy Members



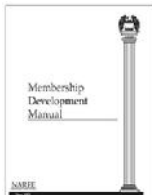
- Everyone has a story, a history, a hobby, a collection, something that makes them interesting to other people.
- Refer to the 8 elements of news and you may find people who fit those descriptions.
- Your local television morning shows, your local newspapers, radio shows, local social media bloggers will be more than willing to publicize your members who are spring gardeners, knitting and crochet enthusiasts, dog trainers, special car owners, and so on. Or maybe they have a family link to local history. Oh, and they are also members of the local NARFE Chapter and wonderful representatives of the federal workforce, aren't they.

The Online Audience 'Out There' in the Social Media



- Don't forget the federal retirees who are online and not yet members. For that matter, the federal retirees who are online and ARE members.
- Start a Chapter page on Facebook to give your chapter a new audience online, reaching out to members, prospective members, and supporters.
- Open a Twitter line, "tweeting" NARFE news and tidbits about meetings and membership to a larger audience.
- Establish a Chapter website for the benefit of Chapter members to share NARFE news and a Chapter schedule of events. Your Federation webmaster and the webmaster at NARFE HQ can assist you with this.
- Make the most of the social media at every opportunity.

THE MEMBERSHIP CHAIR



Membership Chair

- Basic Responsibilities
 - Create, implement, monitor & manage membership plans and materials
 - Publicize NARFE's presence and services to federal employees, retirees and survivors
 - Work with other officers to ensure activities and programs are in the interest of all members



Membership Chair

- Basic Responsibilities
 - Engage chapter members in the recruiting efforts
 - Communicate between chapter and federation chair and NARFE HQ staff
 - Understand National initiatives
 - Provide prospective members with information
 - NARFE magazine
 - F-135 Membership Brochure
 - F-117 NARFE's Legislative Accomplishments
 - F-123 Pop Quiz Brochure
 - F-126 10 Worst Mistakes Fed. Employees Can Make
 - F-127 10 Worst Mistakes Fed. Retirees Can Make



What should a Membership Chair know?

- Who can join?
- NARFE membership benefits
- Membership application process and incentives
- Various membership options:
 - Dues Withholding
 - National Life Membership
 - Annual Annuitant/Survivor
 - Active Federal Employee Membership
 - Distinguished member
- Understand NARFE Membership Reports
- The NARFE and Federation web sites at www.narfe.org and www.narfetn.org



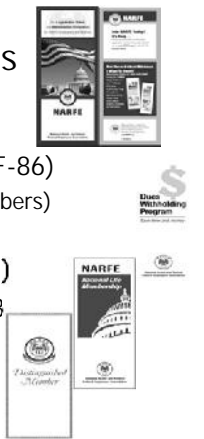
Tools of the Job

- Membership Development Manual (F-19)
- NARFE Sample letters at <http://www.narfe.org/oam/articles.cfm?ID=1270>
- Requisition Form F-18 for all forms
- NARFE Publications & web sites
- Recruiting Posters



Membership Forms

- Membership Brochure F-135
- Dues Withholding Program(F-86)
 - Contains DW-2 (existing Members)
 - Form DW-3 for new members
- National Life Members (F-53)
- Distinguished Member F-128



Chapter Reports

- Monthly Activity Report (M-112)

Chapter Activity Report (M-112) for Chapter 227
 Chapter Name: NASHVILLE, State: TN. This report was prepared on 02/19/14.
[GO BACK to Chapter Reports. Print this report. Click here for printing and saving instructions.](#)
 Found 29 records in your chapter.

ID	Name	Address	Exp.	CM	FC	DC	MT	RB	Phone	Email
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- Quarterly Chapter Roster (M-114)

Report Header has not been corrected by Headquarters

(Quarterly)-> Semi-Annual Membership Roster Report (M-114) for Chapter 227
 Chapter Name: NASHVILLE, State: TN. This report was prepared on 1/24/2014.
[GO BACK to Chapter Reports. Print this report. Click here for printing and saving instructions.](#)
 Found 258 records in your chapter.

DC	MT	Exp	Dr	ID	Name	Address	Can	Dr	Phone	Email
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Other Important Reports

- Monthly Federation Membership Summary (M-110)

Membership Summary Report (M-110)
Print this report. Click here for printing and saving instructions.
 Report uses dates 1/1/2014 to 1/31/2014.

Found 1 report(s) in Chapter 0027 (NASHVILLE, TN)

Membership Summary									
SR	Chapter	Members	Life Members	Retirees	Student Members	Total Annual Dues	Total New	Total Exp	Total Life
TN	0027 NASHVILLE	21	0	0	0	200.00	21	4	0
1 Total for Chapter 0027 (NASHVILLE, TN)									

New Employee Incentive Program									
SR	Chapter	Current FY	Current FY	Retired FY	Retired FY	Retired FY	Retired FY	Retired FY	Retired FY
TN	0027 NASHVILLE	12	0	0	0	0	0	0	0
1 Total for Chapter 0027 (NASHVILLE, TN)									

Other Important Reports

- Chapter Dues Report (A-220)

Chapter Dues Activity Report (A-220) for Chapter 227
Report uses dates 1/1/2014 to 1/31/2014.
 GO BACK to Chapter Reports. Print this report. Click here for printing and saving instructions.

Found 19 Chapter Dues Activity in your chapter

ID	MT	Dues	Name	Address	Expires	Payment Code

- Monthly Dues Withholding Report (W-101)

Chapter Dues Advance Payment Report (W-101) for Chapter 227, TN
Report uses dates 1/1/2014 to 1/31/2014.
 GO BACK to Chapter Reports. Print this report. Click here for printing and saving instructions.

ID	Name	Spouse ID	Net Dues Withheld	Chap Dues Withheld	Total Withholdings	Monthly Withholdings	Effective Date	Payment To Chapter

Online Activities Module

- NARFE Member home page: After Logging on the the NARFE.org website (with your e-mail user name and password) you access the OAM - Online Activities Module by clicking on OAM on the Officers Resources section of the NARFE Home Page.

Online Activities Module

- 2nd Page: This is the Next page the Chapter Officers will see after clicking to enter the Online Activities Module.

Online Activities Module

- 3rd Page: This is the next page the Chapter Officers will see after clicking to Enter Button for the OAM - Online Activities Module in previous slide.

Online Activities Module

- 4th Page: This is the next page the Chapter Officers will see after clicking to Enter the Online Chapter Activities Module shown in the previous slide.

Membership Program



- Form a membership committee
- Establish attainable recruiting and retention goals and objectives
- Develop a yearly plan and submit to the Federation membership chair
- Take every opportunity to recruit, i.e. Health Fairs, pre-retirement seminars, community events and activities
- Be informed and vocal representative of NARFE benefits and services
- Provide monthly membership activities report to chapter

THE SERVICE OFFICER



Service Officer Roles & Responsibilities



- Meet the practical needs of members involving benefit programs
- Facilitate between members and OPM
- Help with correct preparation and expedite applications for benefit claims
- Help obtain information about FEHBP, Medicare and programs of other agencies
- Review useful information at chapter meetings and in the chapter newsletter
- Provide a F-100 to new Chapter Members
- Ensure Chapter Members are aware of the need to have a Current F-100 and family members know where it is

Service Officer Needs to Know



- Annuity payments (amount, direct deposit, COLAs)
- FEGLI Insurance and FEHB procedures
- Entitlement to survivor benefits under current OPM laws
- Designation of beneficiaries

Service Officer Needs to Know

- Separation, divorce and remarriage effects on benefits
- Death benefits
- State and federal income taxes
- Disability benefits
- Social Security referral information

Tools of the Job

- Service Officers Guide (FH-10)
- Chapter Service Officer (F-58)
- Service Officers & Centers (F-107)
- NARFE publications & web sites at www.narfe.org & www.narfetn.org
- OPM web site at www.opm.gov/asd



Areas of Service Assistance

- Death Benefits
- Change in Marital Status
- Federal and State Income Tax
- Federal Employee Health Benefit Plan
- Long-term Care
- Medicare
- TRICARE for Life
- Veterans Benefits
- Unemployment Compensation



THE LEGISLATIVE CHAIR



Legislative Chair Roles and Responsibilities



- Committed individual who effectively harnesses the full legislative potential of NARFE members
- Contact person who relates to and deals with diverse groups of people
- Motivates and moves membership to take active role in the legislative process

Legislation is Not a Spectator Sport



NARFE is Political not Partisan

- Knowledge is power so take the time to learn the Congressional process
- First Rule: Always keep up-to-date on possible legislative and political action
- Few, if any, issues remain fixed
- Changes can occur rapidly in support of or opposition to legislation
- Use the most relevant information possible

Tools of the Job

- NARFE publications & web sites at www.narfe.org & www.narfetn.org
- NARFE Legislative Hotline (GEMS)
- NARFE Congressional Directory
- Form L-1 Understanding Social Security Offsets: GPO-WEP (11/08)
- Form L-2 NARFE's Legislative Program for the 113th Congress (01/13)



Good Resources

- Daily newspapers and national news magazines (Time, Newsweek, etc.)
- Federal Times
- Federal Employee News Digest
- Congressional Records
- Congressional Quarterly
- National Journal
- C-SPAN or Network news programs
- Federal News Radio
- Social Media



NARFE-PAC Chair



- Works with and reports to Federation NARFE-PAC Coordinator
- Educates chapter leaders and members on NARFE-PAC's importance
- Motivates members to contribute to NARFE-PAC and become involved in the political process
- Legislative chair often serves as chapter level NARFE-PAC chair

THE NEWSLETTER EDITOR



Newsletter Editor

What is their job?



- Prepares newsletter to communicate
 - important information
 - news about chapter activities
 - promote membership improvement and retention
- Designs newsletter for a specific audience - NARFE members and potential members
- Recruits a committee to gather information, prepare for mailing and distribution
- Newsletter templates available on the NARFE web site.

News Sources



- NARFE and Federation Web sites and updates at www.narfe.org and www.narfetn.org
- NARFE Legislative Hotline (GEMS)
- NARFE and Federation Publications
- Daily newspapers and national news magazines (Time, Newsweek, etc.)
- Federal Times and Federal Employee News Digest
- Chapter officers, committees and member



Standard Newsletter Guidelines

- Uses brief, declarative sentences, and descriptive headlines to enhance understanding, interest, and readability
- Each issue should contain;
 - Name and contact information of chapter officers including email addresses
 - Editor contact info
 - Calendar of upcoming events
 - Names of senators/representative with local and DC contact information.
- Use headlines (headings)

More Newsletter Guidelines

- Have a President's column
- Identify writers
- Cover pertinent NARFE issues
- Have a consistent design
- Have good layout
- Be aware of copyright issues
- Check facts and accuracy, i.e. spelling
- Regularly check mailing addresses for deceased, moved or others

Help is only a phone call or email away!

Contact:

- Your chapter president and officers
- Your Federation Vice-President
- Other Federation Officers and web site (www.narfetn.org)
- Regional Vice-President (www.narferx.org)
- Region X Configuration Advisory Board (CAB) Rep
- National NARFE Headquarters and web site