

# *Recruitment Is Essential*

*Jim Ryan, Membership Vice President*

With the updated national focus on marketing you may ask, “Why should I make the extra effort to recruit new members anyway?” Recruiting new members is essential to the continuing growth and well-being of your chapter, the Minnesota Federation of Members, and the organization on a national level. Offering a member of the federal community the opportunity to join us as an active brother or sister gives them the opportunity to improve their own lives as well as the community. Membership allows them to experience the bond that NARFE members share, while being more aware of their essential pay and benefits, efforts to promote the general welfare, as well as the awareness and opportunity to support legislation we have earned as part of our service. NARFE communications is excellent; especially through free access to webinars and other resources on the website to help make the most of what we’ve earned, information and guidance on critical legislation through the monthly NARFE Magazine, and member-only discounts on products and services from our partners. As the ONLY organization solely dedicated to protecting and preserving compensation of federal workers and retirees we provide clear information and trusted guidance on complex federal benefit issues and act effectively as a voice for our members. We are provided the best legislative alerts on issues impacting federal workers and retirees and our online Legislative Action Center gives our members quick and easy access to our Congressional leaders.

We also play a major role in seeking a cure for Alzheimer’s disease through Foundation support with a goal of raising \$13 million before 2019. 100 percent of NARFE donations to the Fund are allocated to research. Without new members, we will not be able to sustain or expand this support of research into the cause, prevention, and treatment of Alzheimer’s disease as well as a cure for Alzheimer’s and related disorders.

Next, look at why your own efforts to recruit new members may have been less successful than you had hoped in the past. I’d suggest reviewing elements of the NARFE Elevator Speech. See <http://www.narfe.org/member/articles.cfm?ID=3275&CFID=5640932&CFTOKEN=bf58d2cc6b7f7345-FCA119F0-A5D2-8776-39D67F2834CD9513> to try a different approach. Ask other members what they do that works. You may be able to get assistance from an officer or member of your local chapter. Have a supply of recruitment brochures with you, especially when you keep in touch with alumni from your agency or former co-workers. There are excellent recruitment tips at <http://www.narfe.org/member/articles.cfm?ID=854&CFID=5640932&CFTOKEN=bf58d2cc6b7f7345-FCA119F0-A5D2-8776-39D67F2834CD9513>.

Together we are a strong positive force as we increase awareness of the value NARFE brings to the federal community, both active and retired. I want to applaud the efforts of those who helped me during this last year as I became a new activist with the Federation, especially to those who assisted in staffing the recruitment tables at the various Health Fairs during the last open season. Roxanne Ianovich has been especially helpful as I assume these duties new to me. Thank you all for your help!