



**Presented by:**

**RVP-4 Ed Konys**

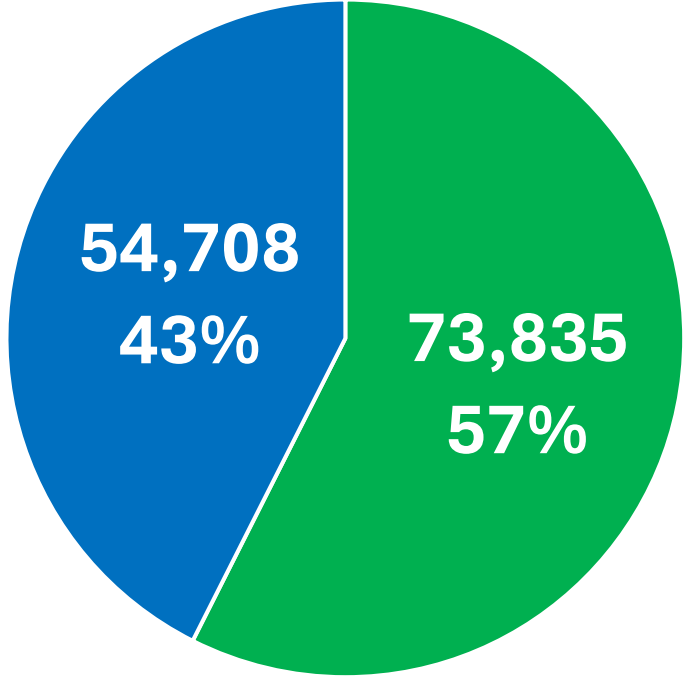
**At**

**Ann Arbor Chapter 304 Meeting**

**[RVPKonys@outlook.com](mailto:RVPKonys@outlook.com)**

# Association Membership September 2025

**Association 128,543**

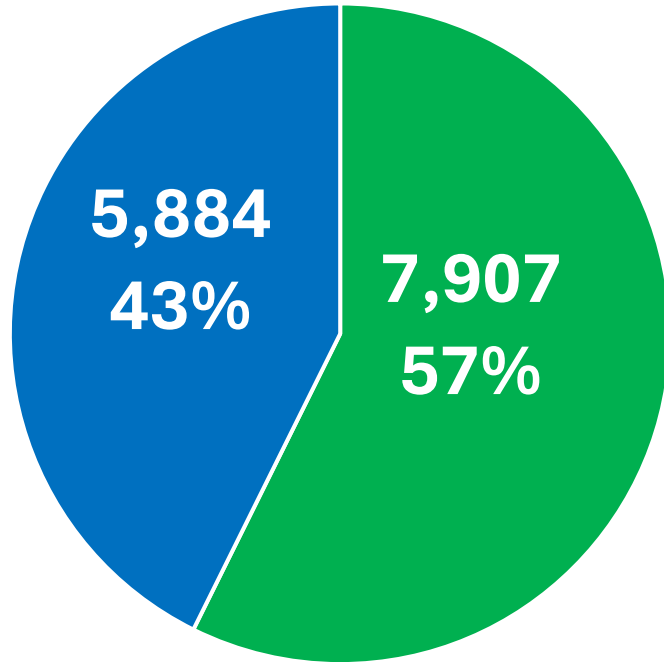


■ National   ■ Chapter

Regions	Total Members	National + Chapter	National Only Members
Region I	10,109	5,927	4,182
Region II	21,661	11,479	10,182
Region III	15,651	9,012	6,639
Region IV	13,715	7,896	5,819
Region V	10,835	5,518	5,317
Region VI	9,510	4,807	4,703
Region VII	8,037	5,674	2,363
Region VIII	12,443	7,172	5,271
Region IX	7,881	4,744	3,137
Region X	18,383	11,288	7,095
International	318		318
<b>Grand Total</b>	<b>128,543</b>	<b>54,708</b>	<b>73,835</b>

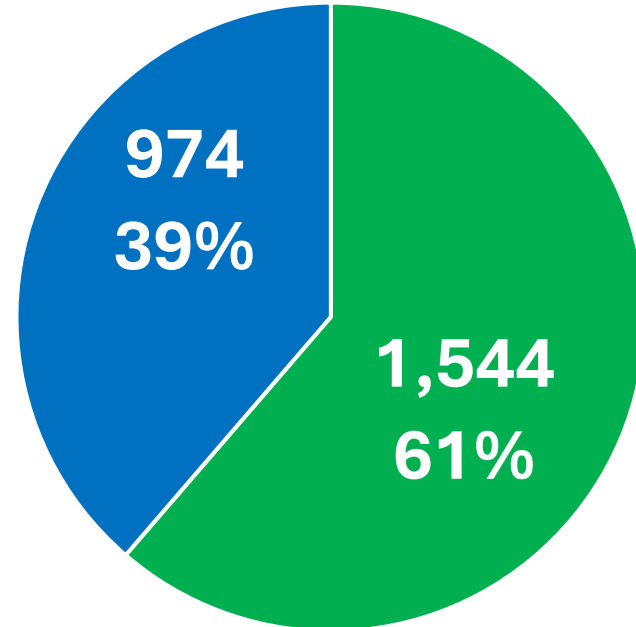
# Michigan Membership September 2025

**Region 4 13,791**



■ National ■ Chapter

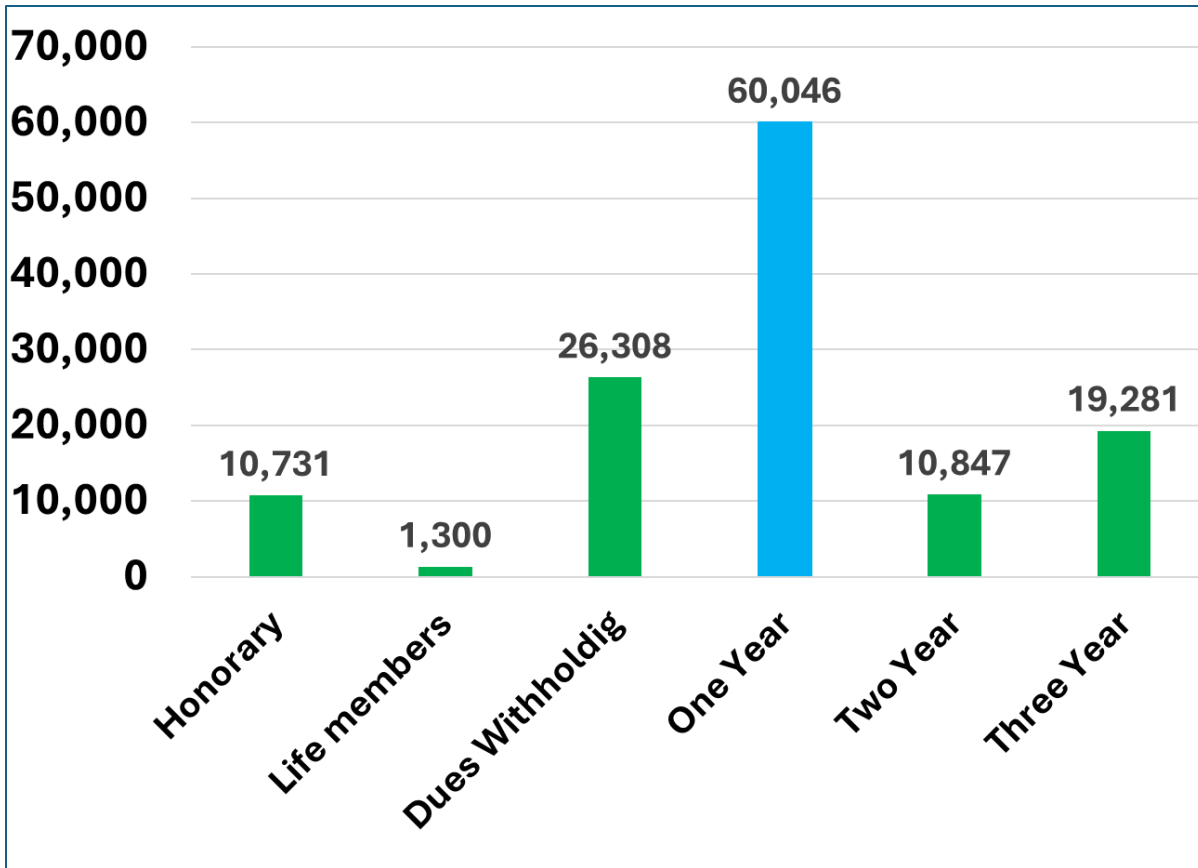
**Michigan 2518 (18%)**



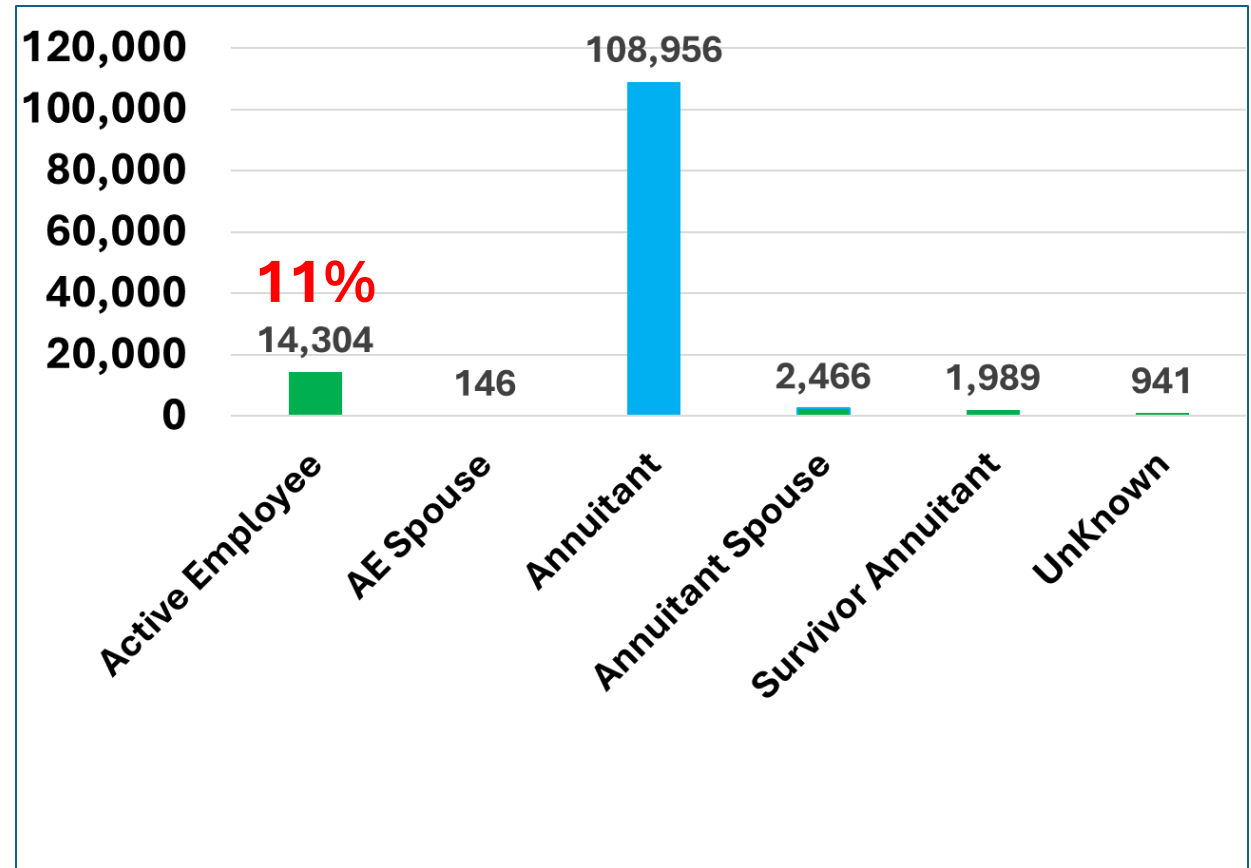
■ National ■ Chapter

# Membership September 2025

## DUES



## Categories



# Membership Count Reports

## NARFE Monthly Membership Count by Region

These numbers are as of August 31, 2025:

Regions	Total Members	National + Chapter	National Only Members
Region I	10,139	4,186	5,953
Region II	21,748	10,257	11,491
Region III	15,787	6,959	8,828
Region IV	13,791	5,884	7,907
Region V	10,874	5,347	5,527
Region VI	9,562	4,815	4,747
Region VII	8,055	2,373	5,682
Region VIII	12,511	5,346	7,165
Region IX	7,914	3,158	4,756
Region X	18,423	7,160	11,263
International	276		276
<b>Grand Total</b>	<b>129,080</b>	<b>55,485</b>	<b>73,595</b>

BY NORA MACDONALD, SENIOR DIRECTOR OF MEMBER ENGAGEMENT

NARFE continues to have a net positive in membership growth for 2025. The second quarter continued a strong showing of new members joining online although it tapered down as summer began. April maintained March's strong online membership gains but these numbers dropped down in May and more so in June.

The second reinstatement/acquisition mailing went out on May 1 and had a bit of a suppressed response coming out after such a huge response to the mailing in February. However it still brought in 657 members to date which only helps us to continue to bridge the gap and meet the 'net zero gain/loss' goal for membership counts. Mail is continuing to be received and counted towards this mailing.

Also in May, NARFE purchased baseball tickets to a Washington Nationals game during Public Service Recognition Week. 25 members donated \$30 or more to receive two tickets to attend a game on May 7. Staff were also able to attend, waved signs and NARFE's name was shown on the scoreboard.

Street Level Studio efforts continue to be strong through Google Ads (37 new members) and Meta (Facebook/Instagram - 152 new members). LinkedIn ads resulted in low return on investment and have been paused until open season when we anticipate stronger results. Other programmatic display, video, and retargeting ads distributed nationwide and targeted to federal employees on websites they visit brought in 26 new members. Geofencing was set up to target three

Washington, DC metro stations with a high percentage of federal employees and while only bringing in 2 members this had a high click through rate of .69%. A banner of the 'wolf' ad was placed on the side of a parking garage on New York Ave in DC and was up for three months during this period and featured a new 844-NARFENOW phone number created for new member prospects.

In addition, Street Level created new radio ads that were deployed on Federal News Network radio and WTOP radio. Also, SLS sourced and created print ads that ran in Military Times and Military Families. Website display ads were also run on these sites as well as Fedweek.com. Fedweek sponsored emails had an average open rate of 15% and an average click through rate (CTR) of 7%. Some initial retargeting emails have been sent to lists received from sponsored event participation as well as Open House attendees. Retargeting emails and direct mail pieces will be sent starting 7/1. These retargeting pieces will be sent to those who click through to the NARFE website off one of the digital marketing campaigns.

To end the quarter, on June 27 a true highlight was NARFE's participation at the local Fox5 tv station's 'Zip Trip' where Nora MacDonald and John Hatton represented NARFE on live television with many staff throughout the four hour coverage showing up with signs in the background promoting NARFE. NARFE quickly produced signs and tshirts for staff for this event. The idea to attend the zip trip was from NARFE staff and BRG Communications was enlisted to increase visibility at the event and it was a positive experience all around.

Membership Gains			
Month	New members	Reinstatements	Total
April	755	978	1,733
May	765	464	1,229
June	355	488	843
<b>Q2 Total Gains</b>	<b>1,875</b>	<b>1,930</b>	<b>3,805</b>
<b>YTD Total Gains</b>	<b>6,355</b>	<b>4,460</b>	<b>10,815</b>

Membership Losses				
Month	Cancellations	Dropped for non-payment	Reported deaths	Total
April	19	1,105	54	1,178
May	19	1,083	217	1,319
June	16	921	421	1,358
<b>Q2 Total Losses</b>	<b>54</b>	<b>3,109</b>	<b>692</b>	<b>3,855</b>
<b>YTD Total Losses</b>	<b>96</b>	<b>7,387</b>	<b>1,431</b>	<b>8,914</b>

Totals	
Total Membership at end of Q2 2023	136,711
Total Membership at end of Q2 2024	130,930
Total Membership at end of Q4 2024	128,300
Total Membership at end of Q2 2025	129,928
2025 Net Gain/Loss YTD	+1,628

# Officer Resources

## NARFE Membership Reports

[Home](#) | [Officer Resources](#)

## Officer Resources

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NARFE Federation and Chapter officers provide leadership and direction for the state and local levels of the association. The pages in this section contain links to important information, forms and manuals that will ensure your success and smooth operations.

### **NARFE Membership Report**

Monthly and quarterly NARFE membership counts are made available for officers' use.

### **NARFE Committee Rosters**

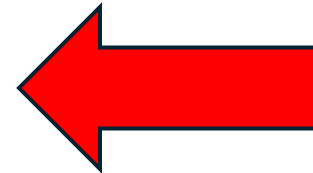
NARFE committees shall be appointed by the president in accordance with standing rules and board policy.

### **F-18 Requisition for Printed Supplies**

Order your print forms, handbooks, manuals and supplies from NARFE HQ with this comprehensive, digital version of NARFE's F-18.

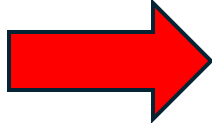
### **All Forms By Form Number**

This list encompasses all forms and manuals at NARFE, which include guides, applications, dues transmittal sheets, and flyers: DW (Dues Withholding) Forms, F (Federation and Chapter) Forms, FH Forms (National Bylaws, Federation and Chapter Handbooks), H (National Headquarters) Forms and L (Advocacy and Legislative) Forms.

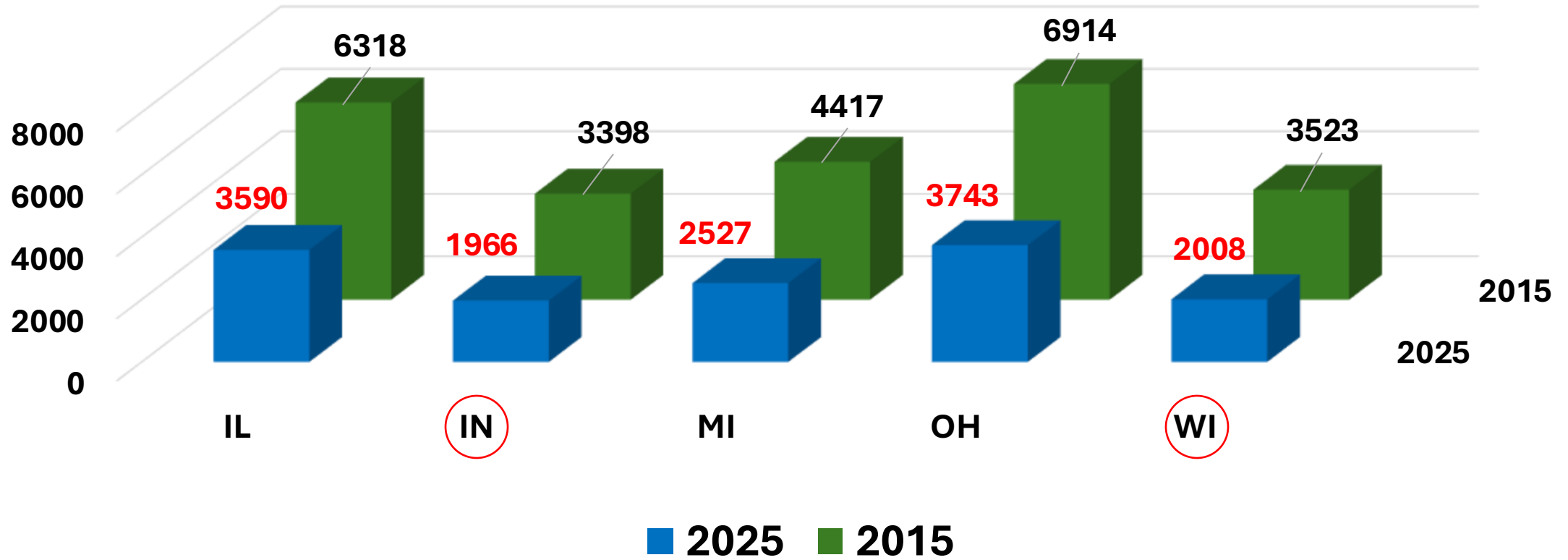




# **Region 4 Membership Vulnerabilities**

**Ten Years Later**  
**24,600**  **13,800**

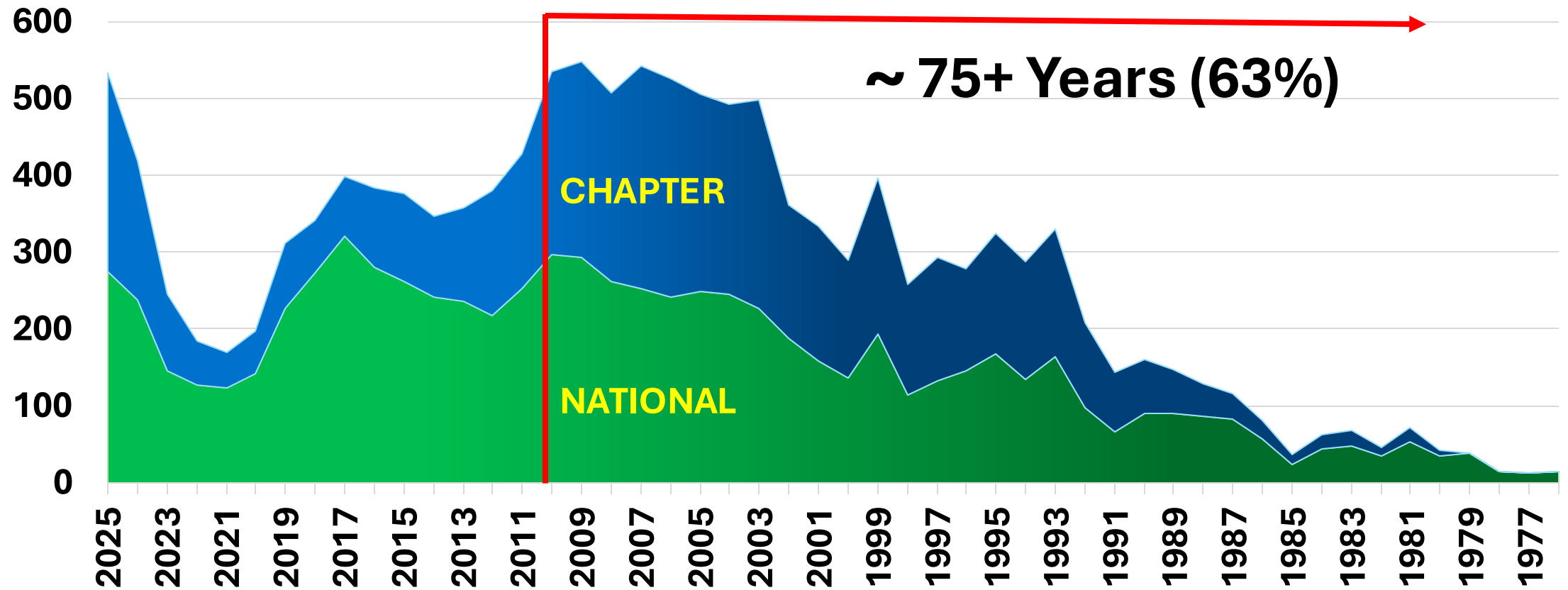
**-44%**



# Region 4 Vulnerability

## Age

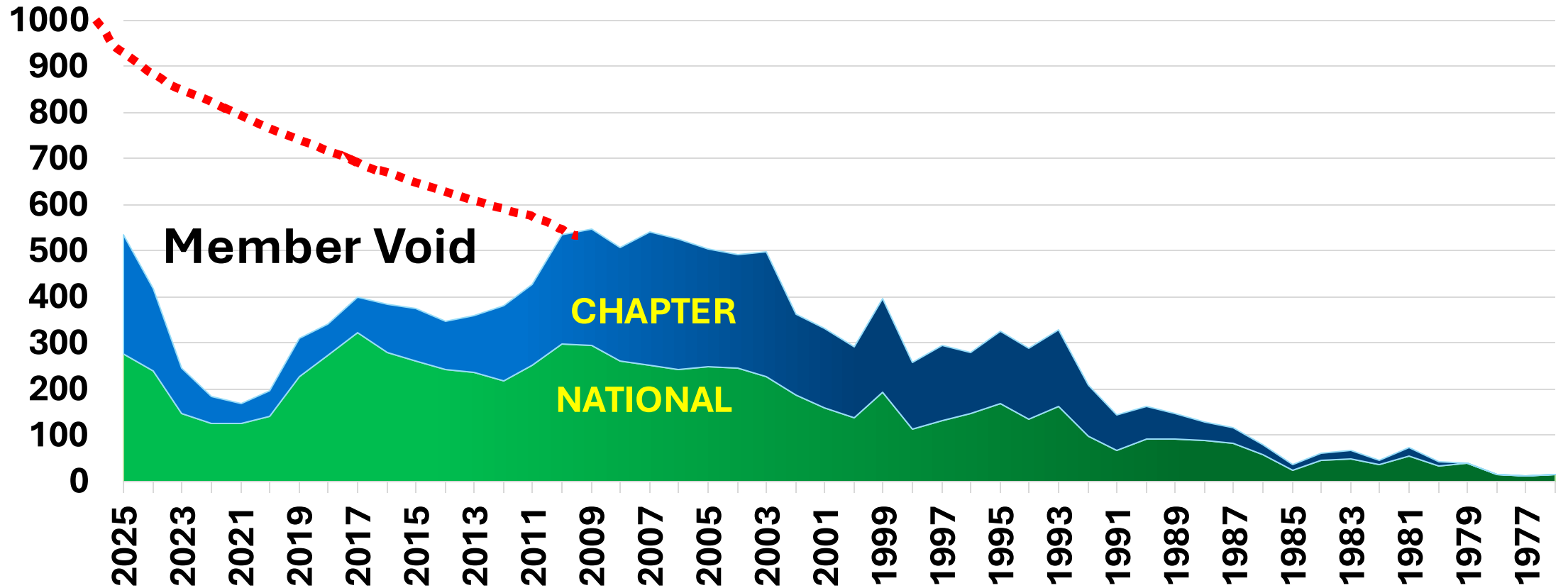
■ National ■ Chapter



# Region 4 Vulnerability

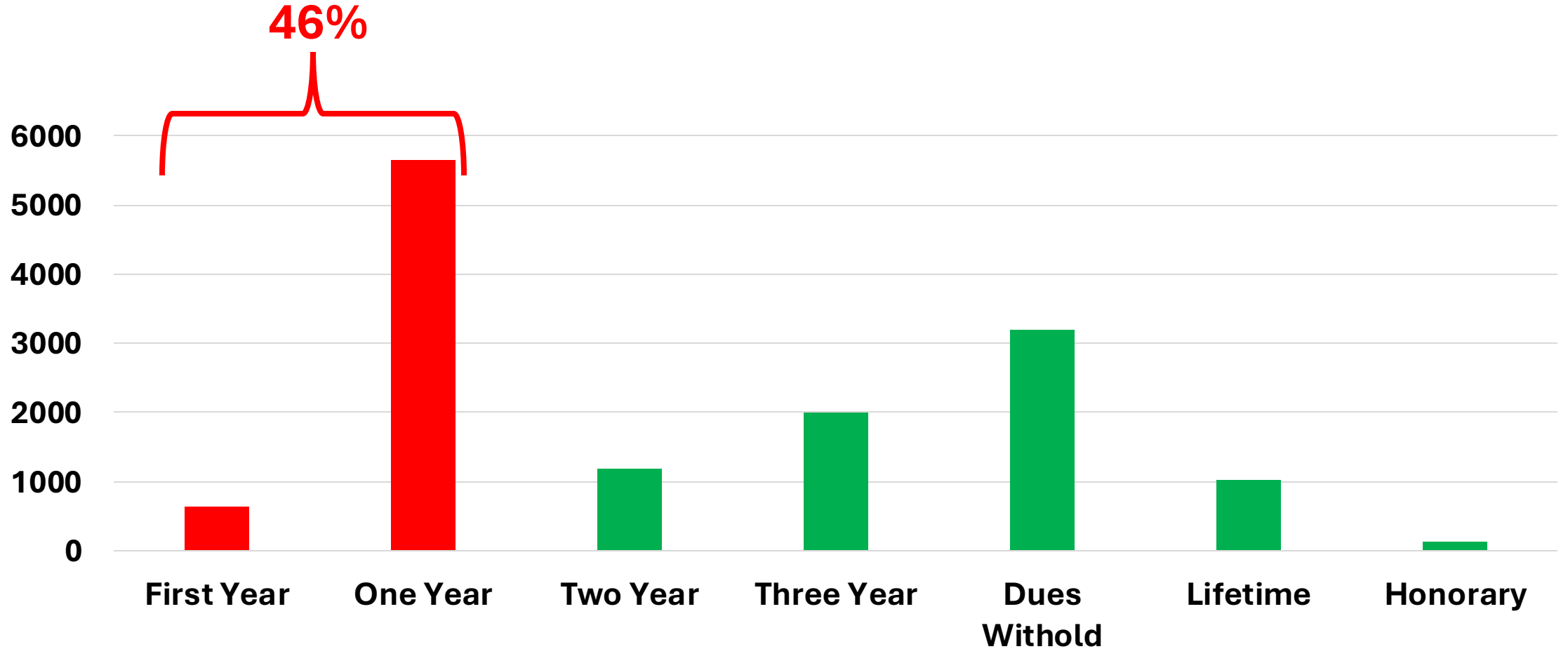
## Recruiting Void

■ National ■ Chapter



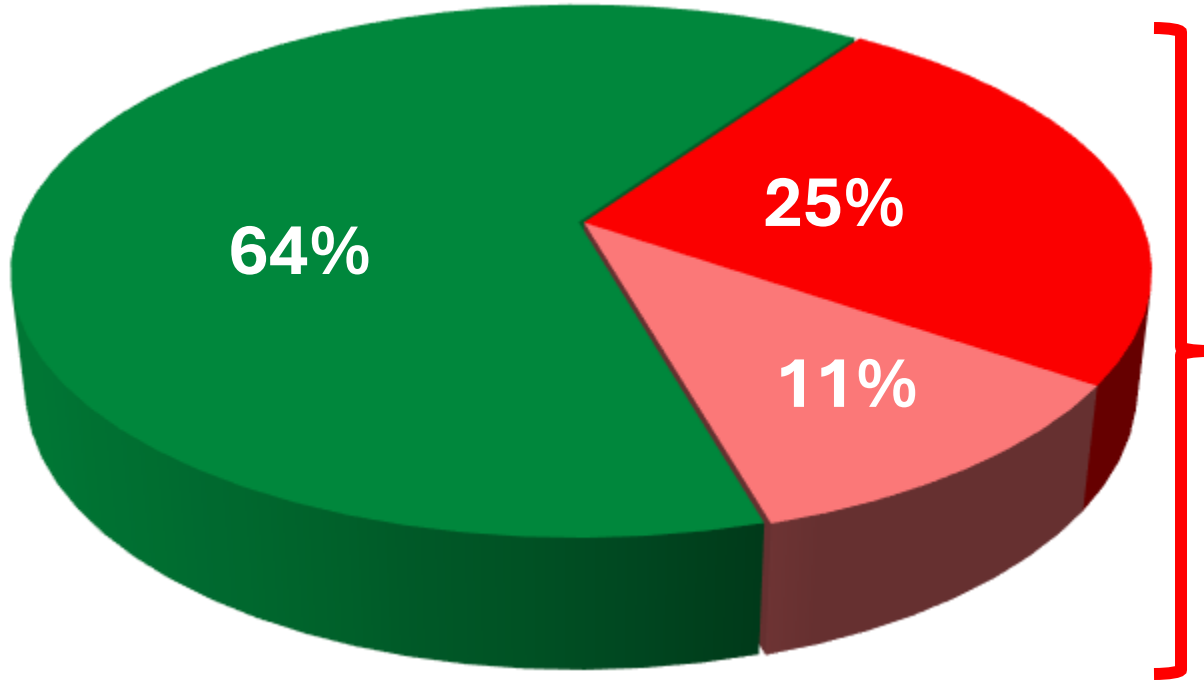
# Region 4 Vulnerability

## Dues Category



# Region 4 Vulnerability

## NO E-Mail Record

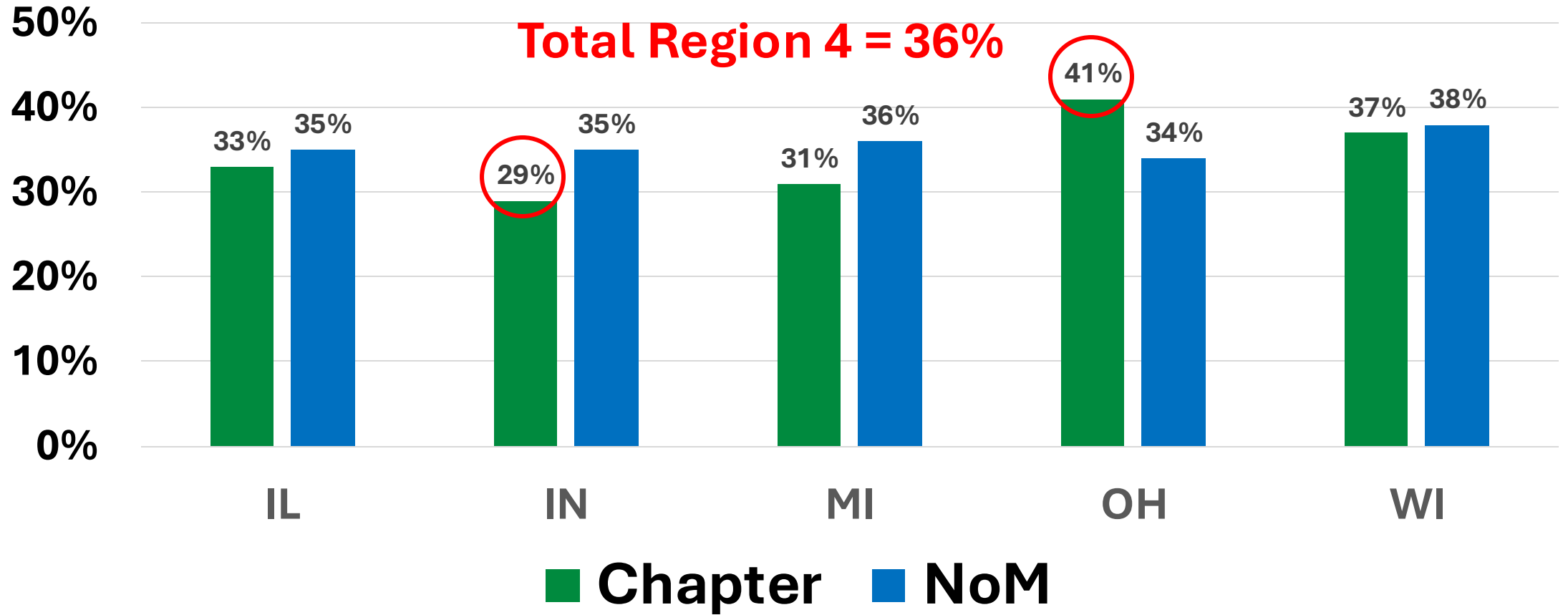


**36%** of members cannot be reached by email!

- No advocacy notices
- No daily news
- No FEDHub
- No digital newsletters

■ E-Mail    ■ Chapter No E-Mail    ■ NoM No E-Mail

# Region 4 Members **WITHOUT** E-mails



**Impedes efforts to transition to a digital organization**



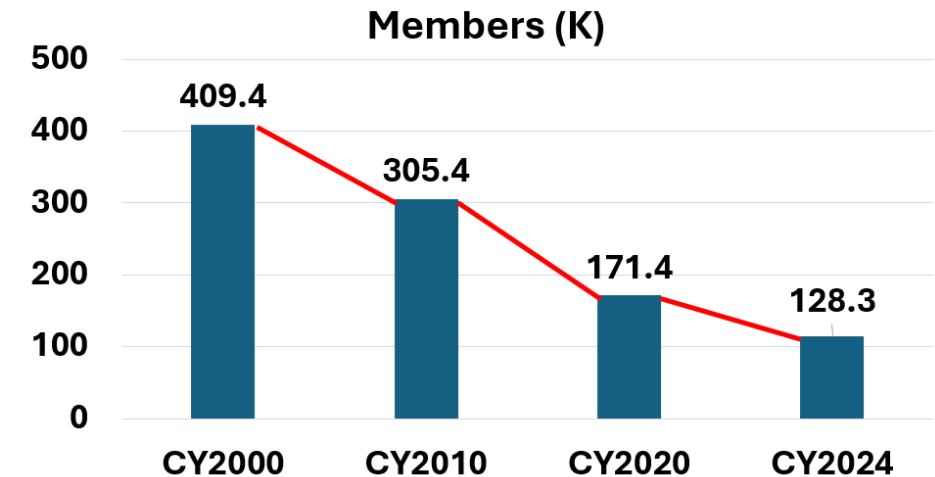
FEDERAL BENEFITS EXPERTS

# Membership Retention

The objective of a non-profit association is to establish and **maintain its membership.**

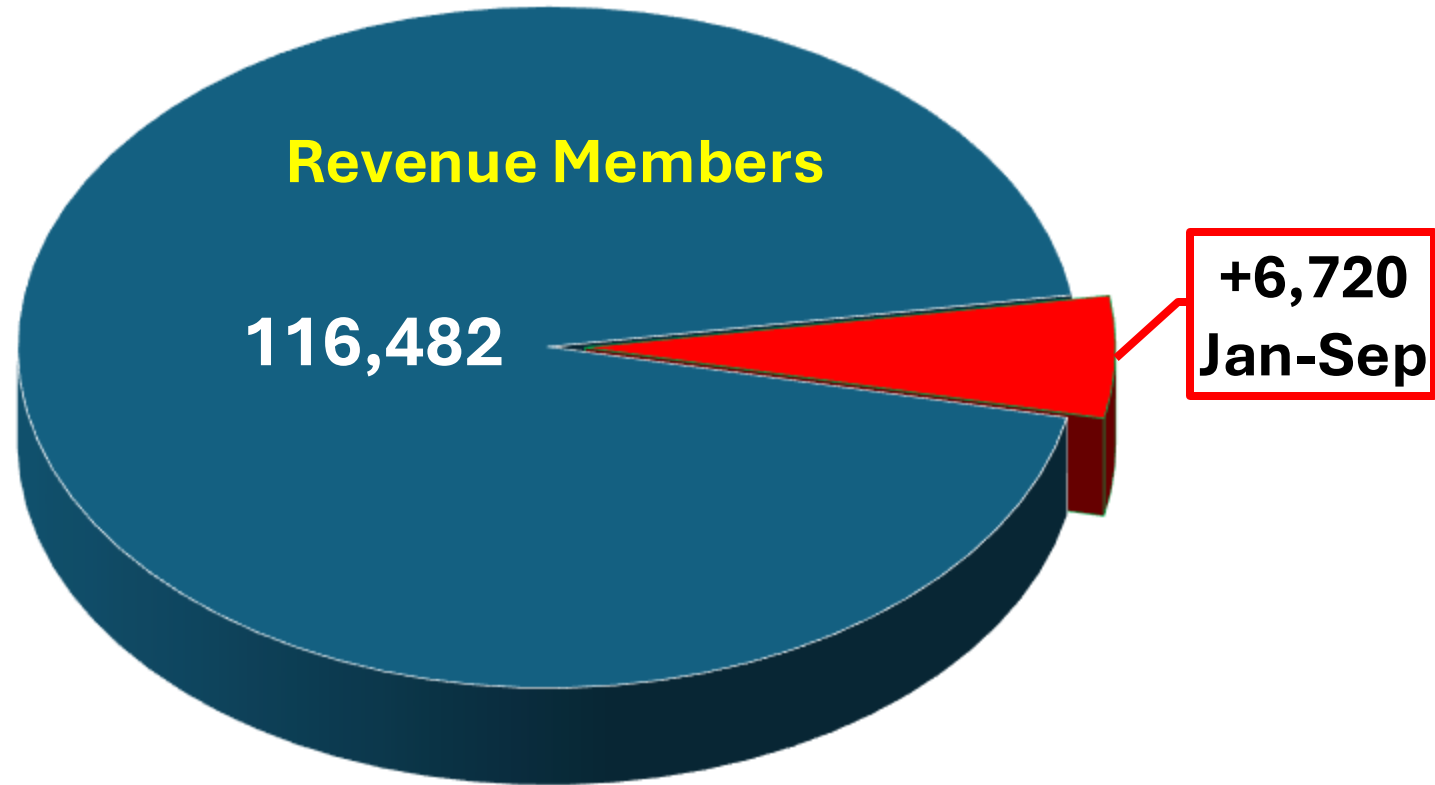


## Membership Decline

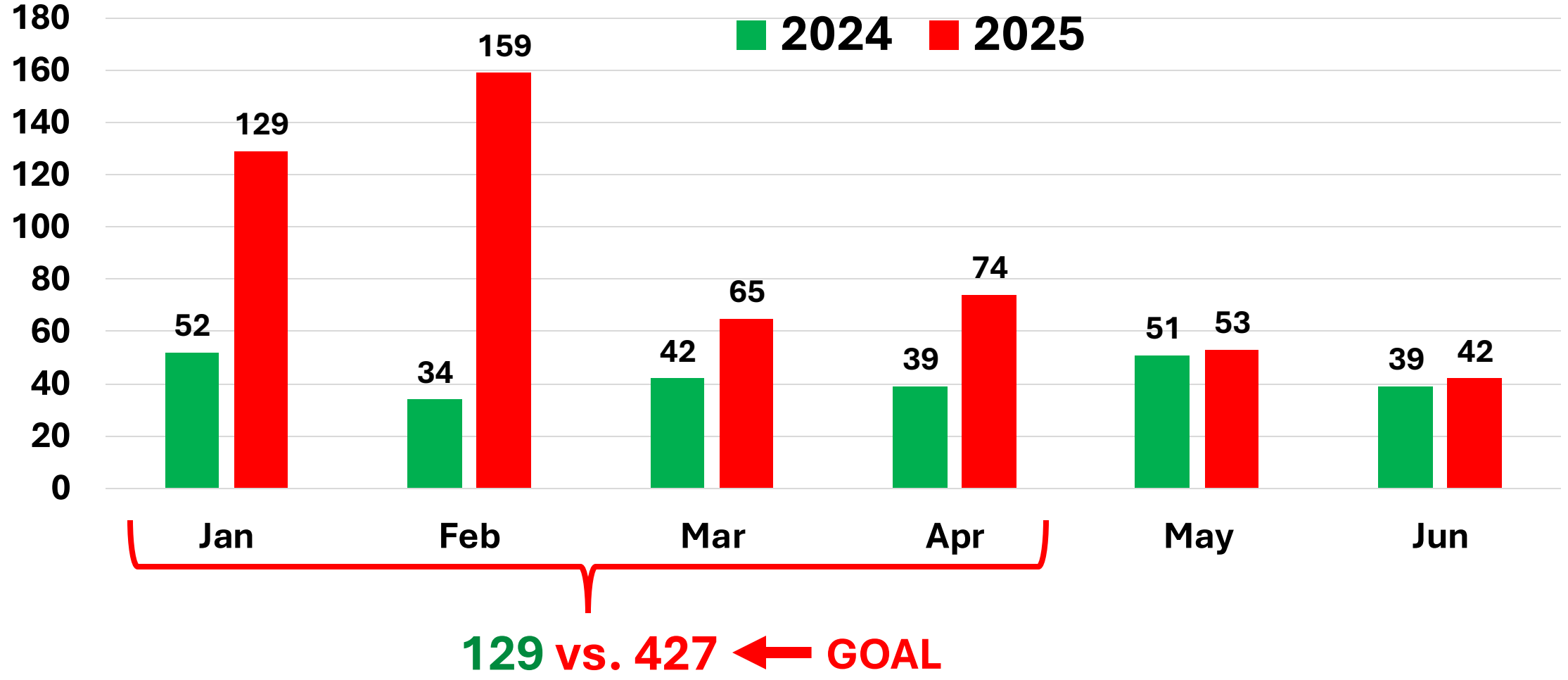


# First Year Membership Growth Jan to Aug 2025

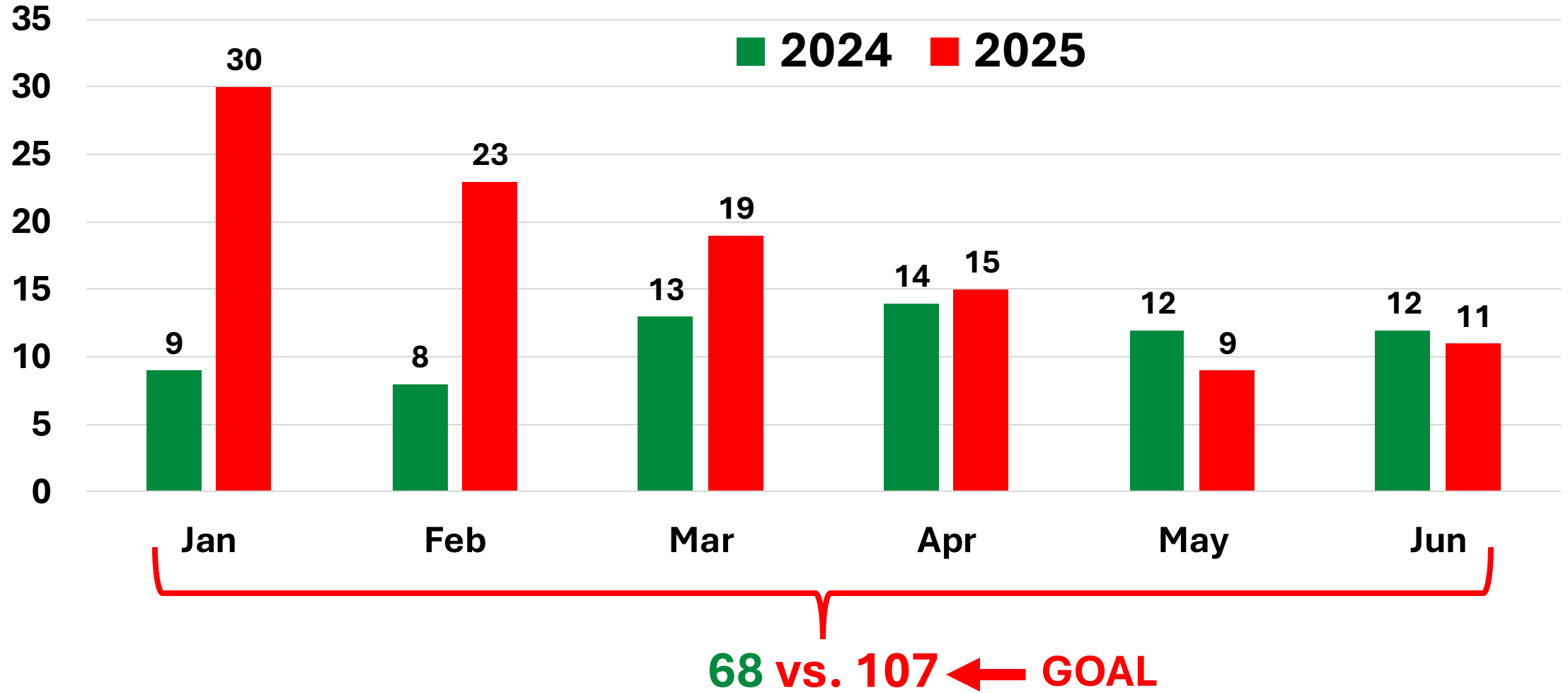
109,762 → 116,482



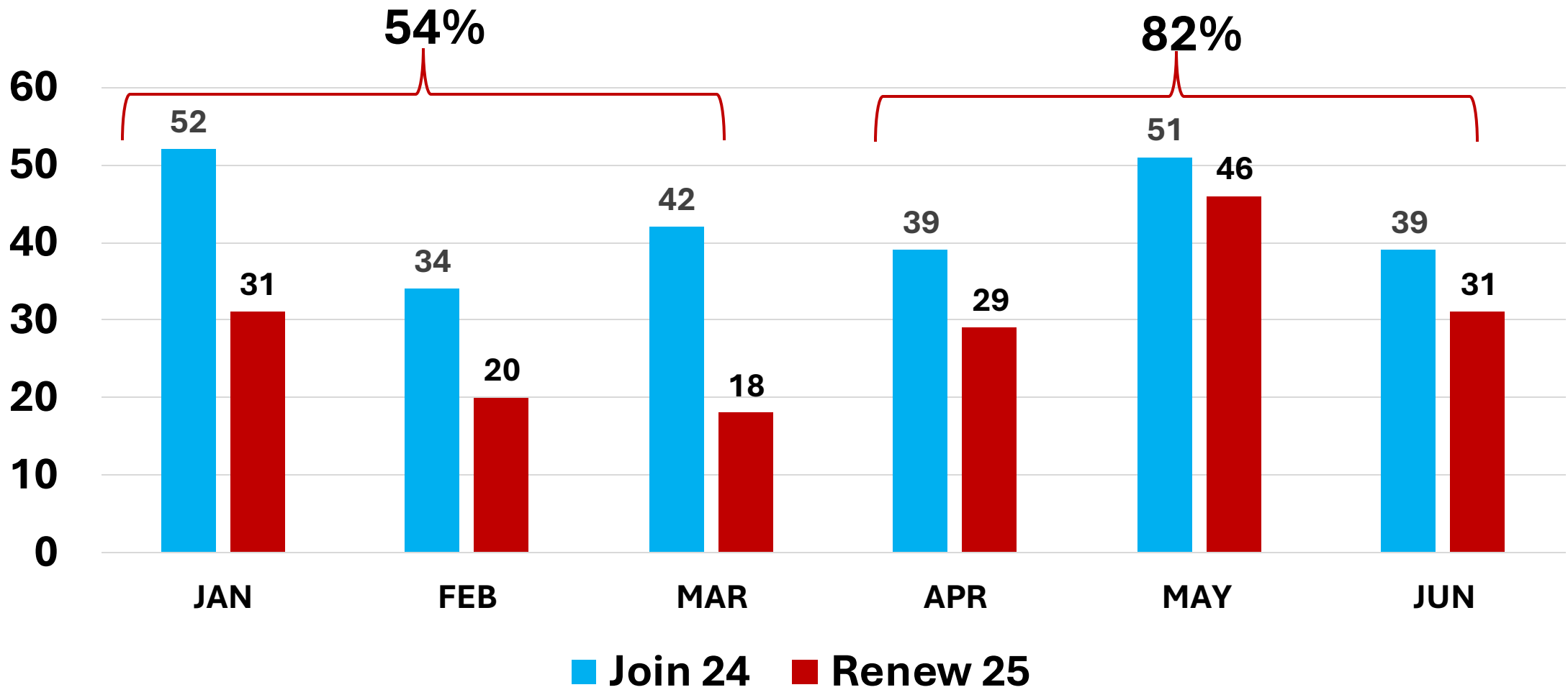
# Region 4 First-Year Members Jan-Jun 2025 vs 2024



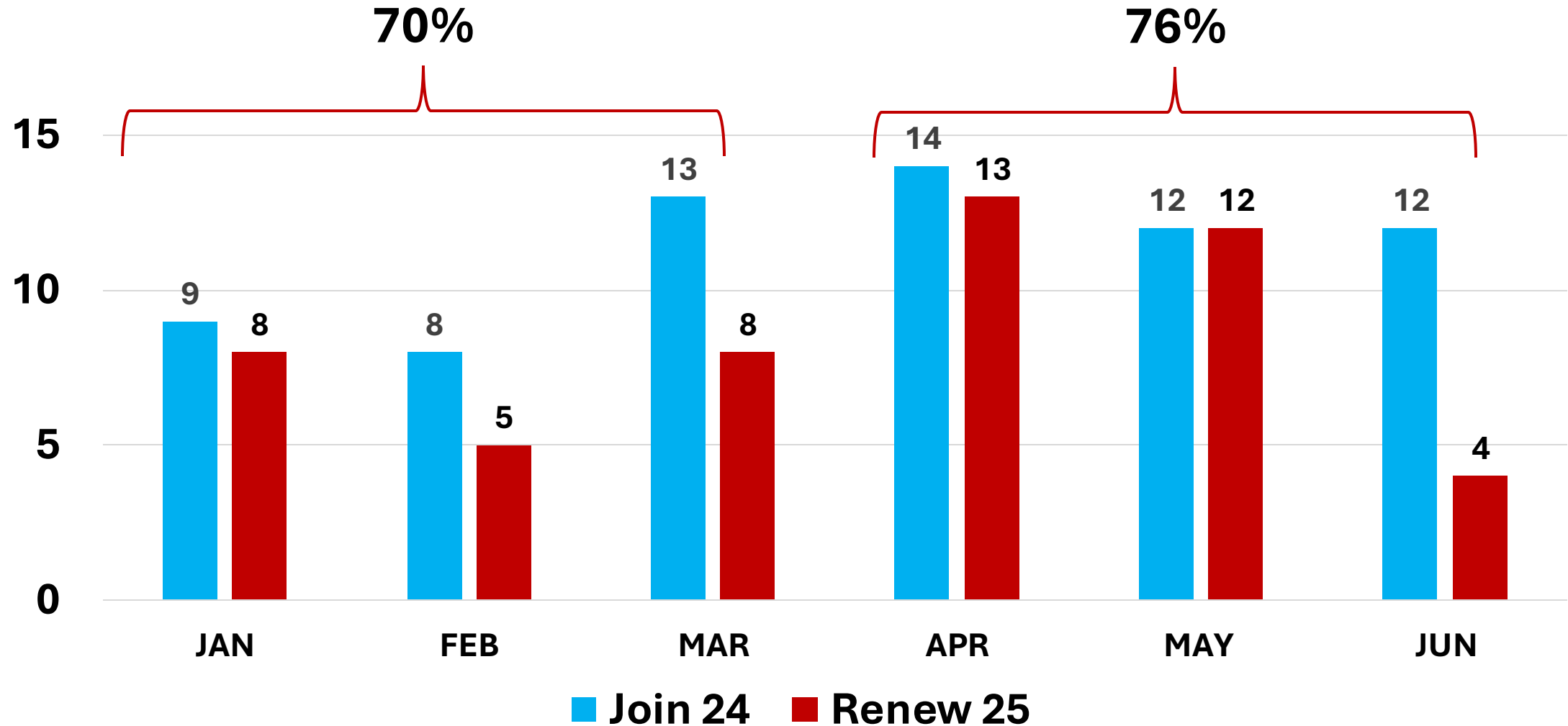
# MI Fed First-Year Members Jan-Jun 2025 vs 2024



# Region 4 First Year CY 24 Members Renewal Rate (72%)



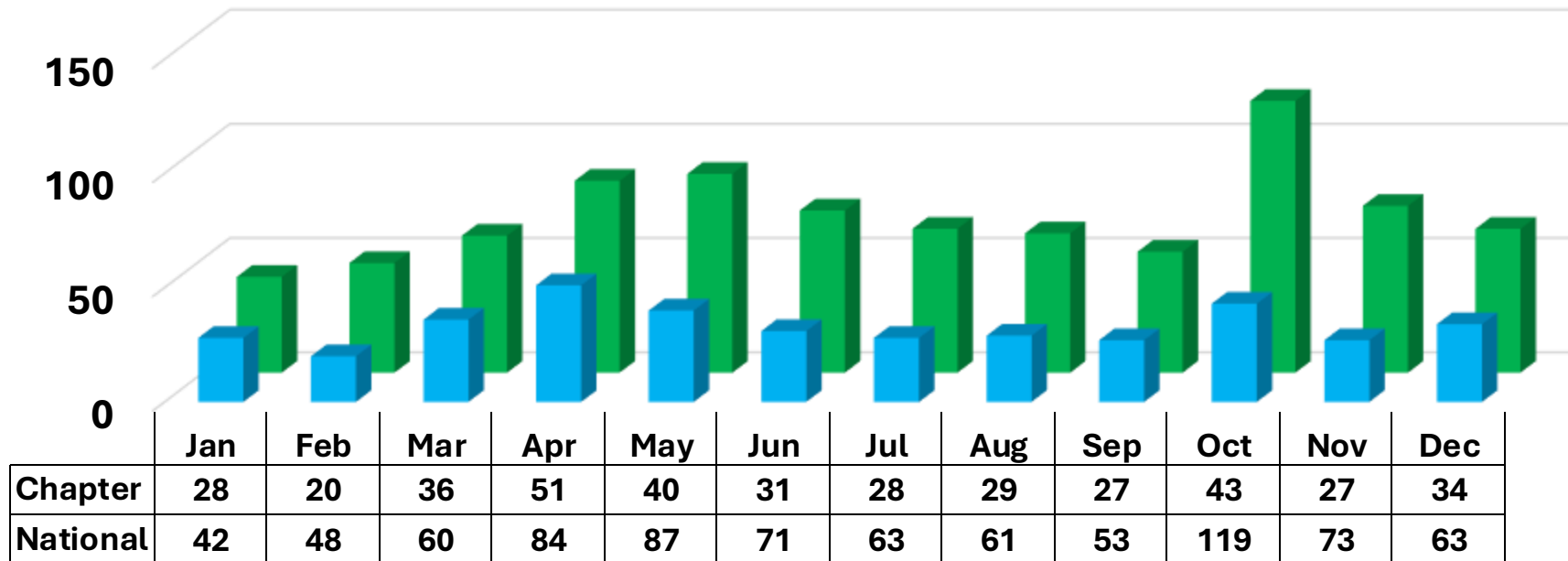
# MI Fed First Year CY 24 Members Renewal Rate (74%)



# MI Fed CY 25 Annual Renewals 1-2-3 Year Members

■ Chapter ■ National

**1218 Members**



**Relying on the M110/112 reports, means you must  
fix a problem rather than preventing!**

# KISS

**\$.62**



**Postcard Reminders:**

**Renewal date**

**Dues...national plus chapter**

**\*\*\* Implant \$\$\$ \*\*\***

**If one-year dues, suggest three years**

**Three years suggest dues withholding**

Letters are the perfect way to give your marketing a personal touch:

**Handwritten**

**5.5" x 8.5" Half-fold Statement Paper**



**Federation retention starts on day one!**

**Have you welcomed your new members?**

**NARFE must retain members...  
to survive**

**or**

**face dissolution!**



FEDERAL BENEFITS EXPERTS

# Membership Marketing Resources

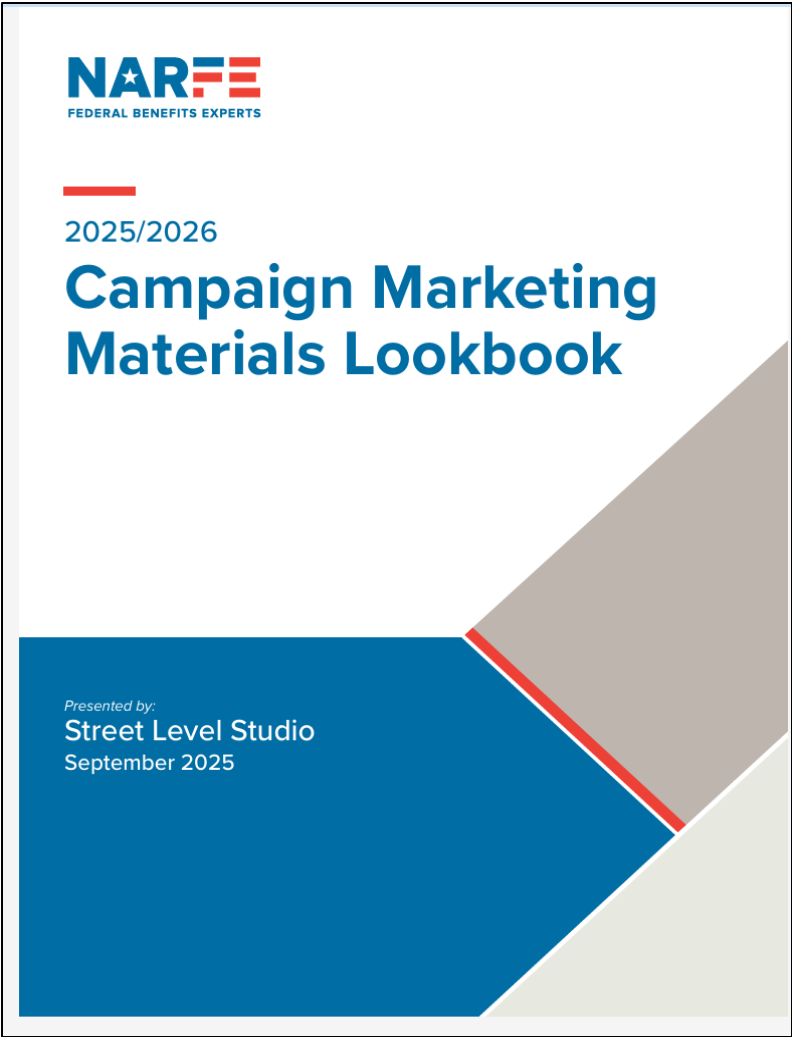
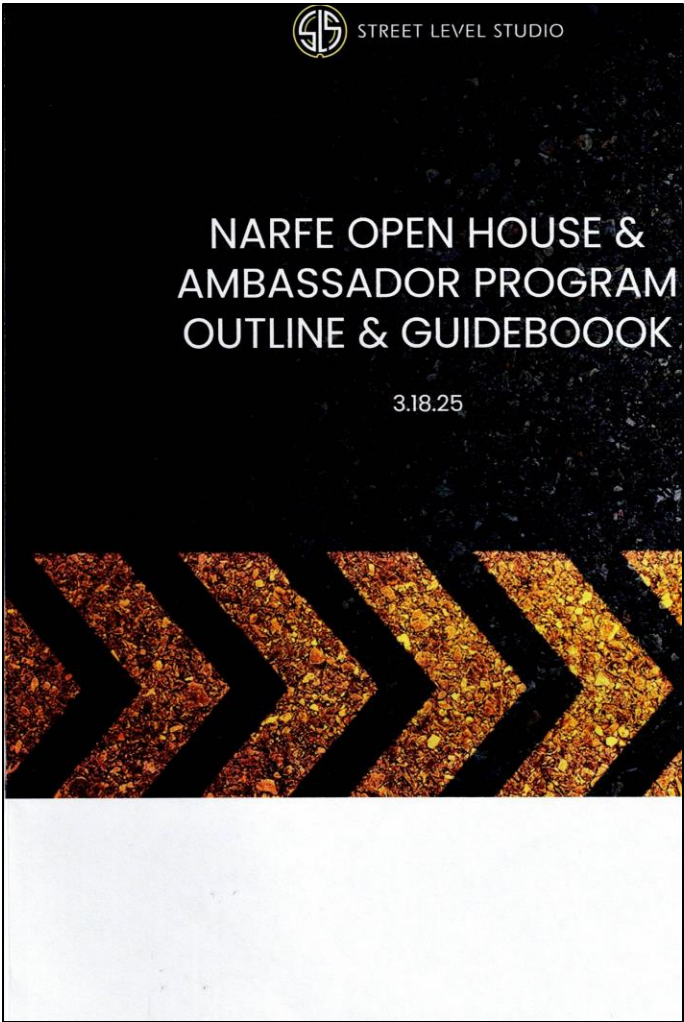


FEDERAL BENEFITS EXPERTS

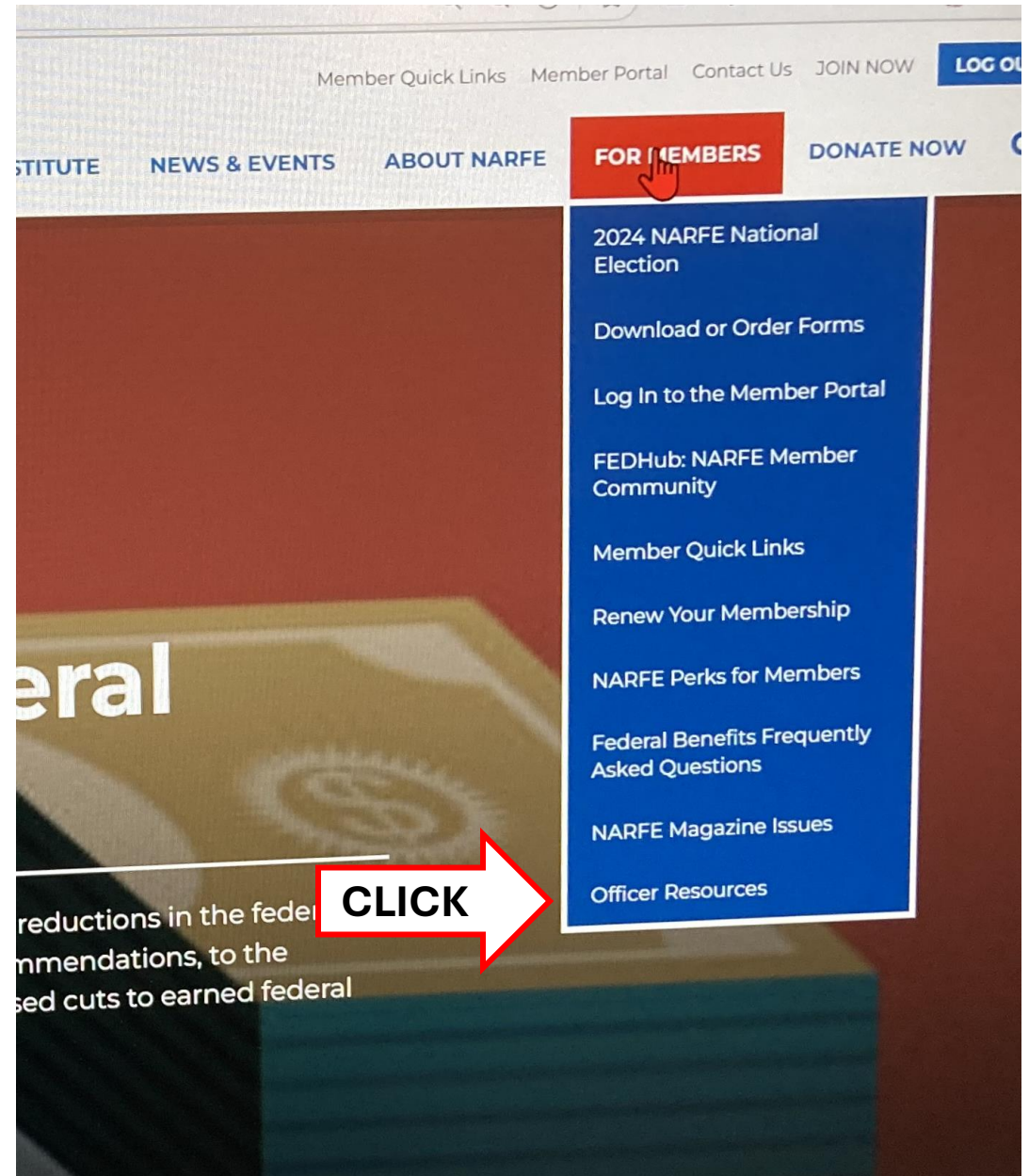
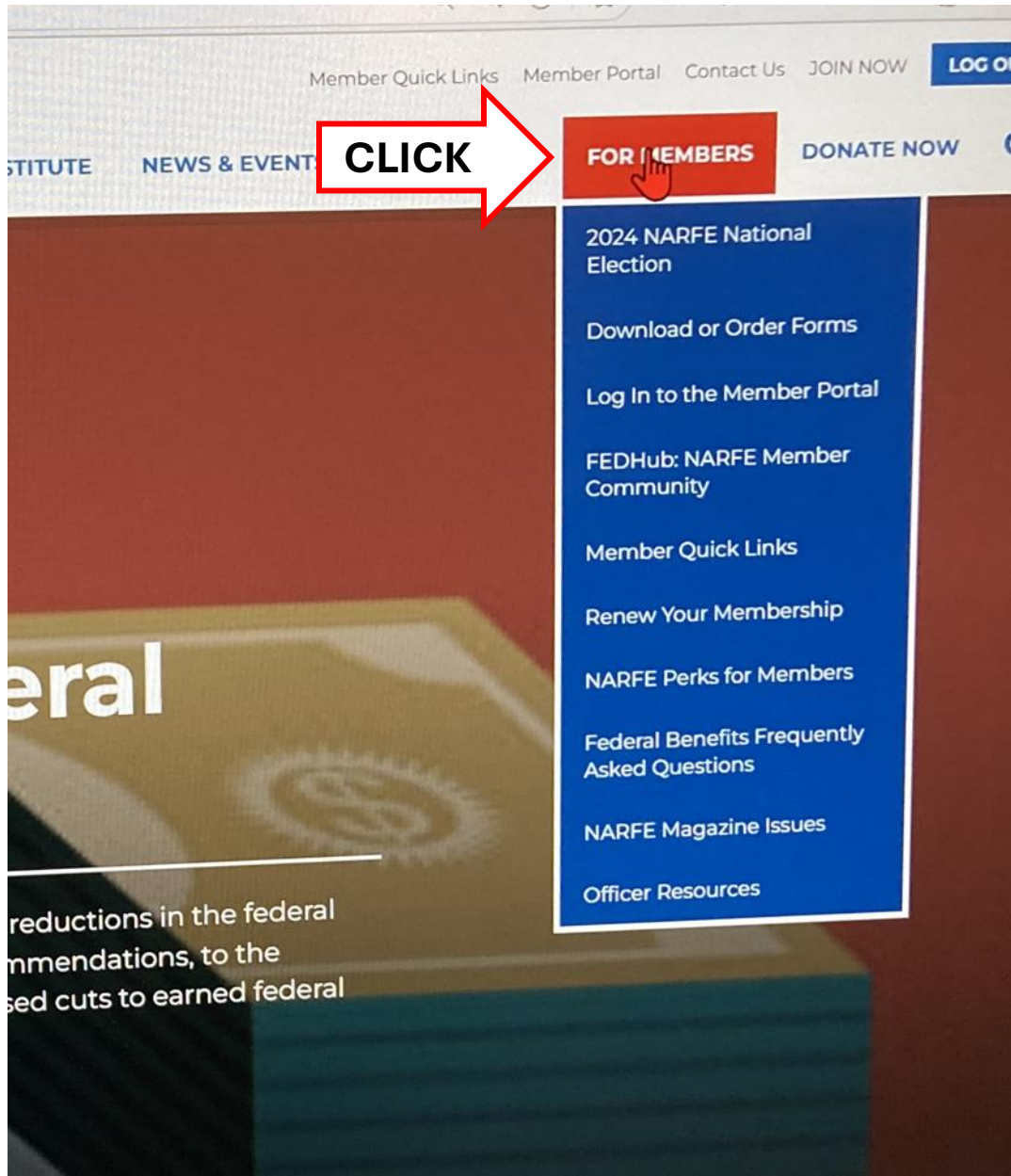
## NARFE & SLS Marketing Resources

- **No name recognition after 100 years**
  - Federation Liaison Advisory Group ...major fed presidents' concern
- **NEB allocated \$1M for a major membership marketing initiative**
- **Hired a professional marketing agency to develop and implement a national advertising program**
  - Street Level Studio responsible for advertising
  - BGR handles the communications
- **Advertising coincided with DOGE efforts**
- **Started in DC has expanded to the 12 largest federations**
- **CO-IL-KY-OH-TN-RI federations working with SLS on local ads**
- **Wealth of membership marketing information and ads available for chapters and federations**

# Membership Marketing Handbooks



# NARFE & SLS Marketing Resources



# NARFE & SLS Marketing Resources

MEMBERSHIP

MEMB

Home | Officer Resources

## Officer Resources

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### 🔒 Certificates in Word Format

Download distinguished service certificate templates to recognize outstanding members in your federation, chapter, or other level of NARFE.

### 🔒 Matching Funds Requests

NARFE's Matching Funds Program supports projects by federations and chapters for the express purpose of recruiting and increasing brand awareness. Learn more and download important forms here.

### 🔒 Membership Officer Resources

Membership development should be a focus for every NARFE leader. This page includes resources specific to recruitment and retention of members in your chapters and federations.

### 🔒 NARFE Branding Guidelines

Home | Officer Resources | Membership Officer Resources

## Membership Officer Resources

Membership development should be a focus for every NARFE leader. This page includes resources specific to recruitment and retention of members in your chapters and federations.

### Membership Marketing Resources

CLICK

### 🔒 NARFE Membership Recruitment Resources

Every new NARFE member you recruit strengthens every message we send to Congress and fortifies our national outreach.

### Membership Applications

Find forms for dues withholding, gift memberships, new and renewing memberships.

### 🔒 NARFE Elevator Speech

An elevator speech is simply a quick overview. In this case, it's the best 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—it's usually a hurried pitch to busy attendees at a meeting, a chance encounter with a newly discovered fellow Fed, or a phone conversation with a friend of a friend. A clear, focused elevator speech helps you use the time efficiently and effectively.

### 🔒 Overcoming the "No"

### 🔒 NARFE Benefits Briefs and White Papers


NARFE's White Papers are reprints from NARFE Magazine and other resources that the Federal Benefits Institute have developed to help illuminate key issues for federal employees and retirees.

CLICK


# Membership Marketing Resources

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These member marketing assets were developed for NARFE by Street Level Studio and are being shared with officers for use in federation and chapter outreach. This page contains links to download large creative files. Note that some browsers may indicate the download is not secure.

**First download and review this  [Lookbook](#)**, which provides a nice overview of items that are available for download below.



## FED UP? Campaign Advertising Material

- **Animated Gif Banner Ads:** [https://www.narfe.org/downloads/membership-marketing/narfe\\_animated-gif-banner-ads.zip](https://www.narfe.org/downloads/membership-marketing/narfe_animated-gif-banner-ads.zip)
- **LinkedIn Ads:** [https://www.narfe.org/downloads/membership-marketing/narfe\\_linkedin-ads.zip](https://www.narfe.org/downloads/membership-marketing/narfe_linkedin-ads.zip)
- **Meta (Facebook, Instagram) Ads:**  
[https://www.narfe.org/downloads/membership-marketing/narfe\\_meta-ads.zip](https://www.narfe.org/downloads/membership-marketing/narfe_meta-ads.zip)
- **Military Families Ads:**  [https://www.narfe.org/downloads/membership-marketing/narfe\\_military-families-ad.pdf](https://www.narfe.org/downloads/membership-marketing/narfe_military-families-ad.pdf)

**Direct Mail Assets:**  [https://www.narfe.org/downloads/membership-marketing/narfe\\_retargeting-direct-mail.pdf](https://www.narfe.org/downloads/membership-marketing/narfe_retargeting-direct-mail.pdf)

**Videos:** [https://www.narfe.org/downloads/membership-marketing/narfe\\_videos.zip](https://www.narfe.org/downloads/membership-marketing/narfe_videos.zip)

**Posters; Lawn/Tabletop Signs:** <https://www.narfe.org/downloads/membership-marketing/narfe-poster-lawn-and-tabletop-signs.zip>

**2-sided “Are you a worried Fed” Business Card to hand out:**  [Front](#) and  [Back](#)



2025/2026

## Campaign Marketing Materials Lookbook

Presented by:  
**Street Level Studio**  
September 2025

# Business Card Ads

**NARFE**  
FEDERAL BENEFITS EXPERTS

- RIFS • EARLY OUTS • DOGE
- SCHEDULE F • LAYOFFS
- COLAS • RETIREMENT
- DEFERRED RESIGNATIONS



**Are you a worried Fed?**



Join NARFE  
today!  
[NARFE.org](https://www.narfe.org)

For more information, call  
NARFE at **800-456 8410 x1**

**National Active and Retired Federal  
Employees Association**

**NARFE**  
FEDERAL BENEFITS EXPERTS

NARFE is the **only** organization solely dedicated to protecting and preserving the benefits of all federal workers and retirees.

**NARFE Stands with the  
Federal Workforce**

As the new administration moves quickly to implement new policies that affect active and retired federal employees, NARFE counters with speed and continues advocating against policies we believe are harmful to the federal workforce and its work on behalf of the American people.

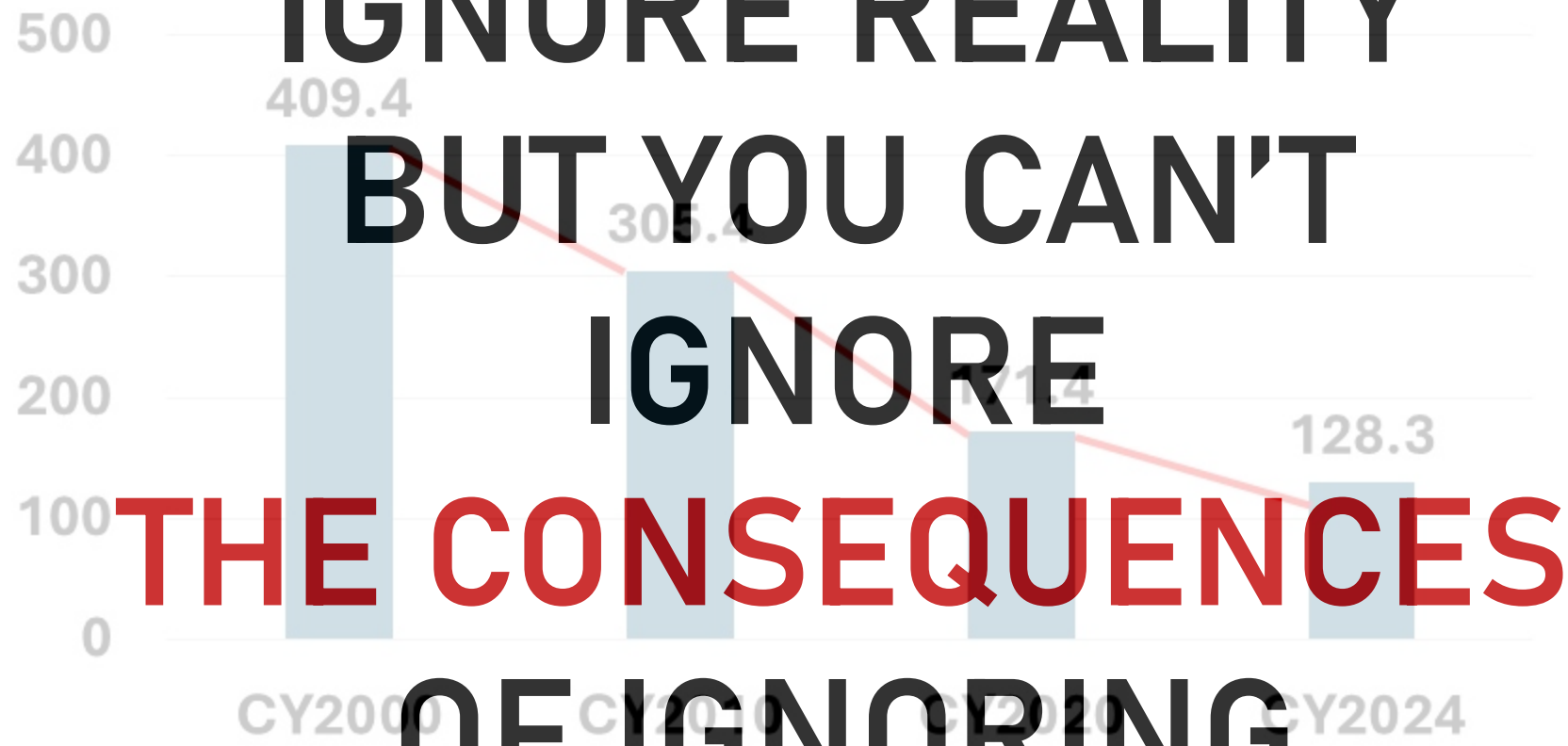
**National Active and Retired Federal  
Employees Association**



## John Hatton on CNN

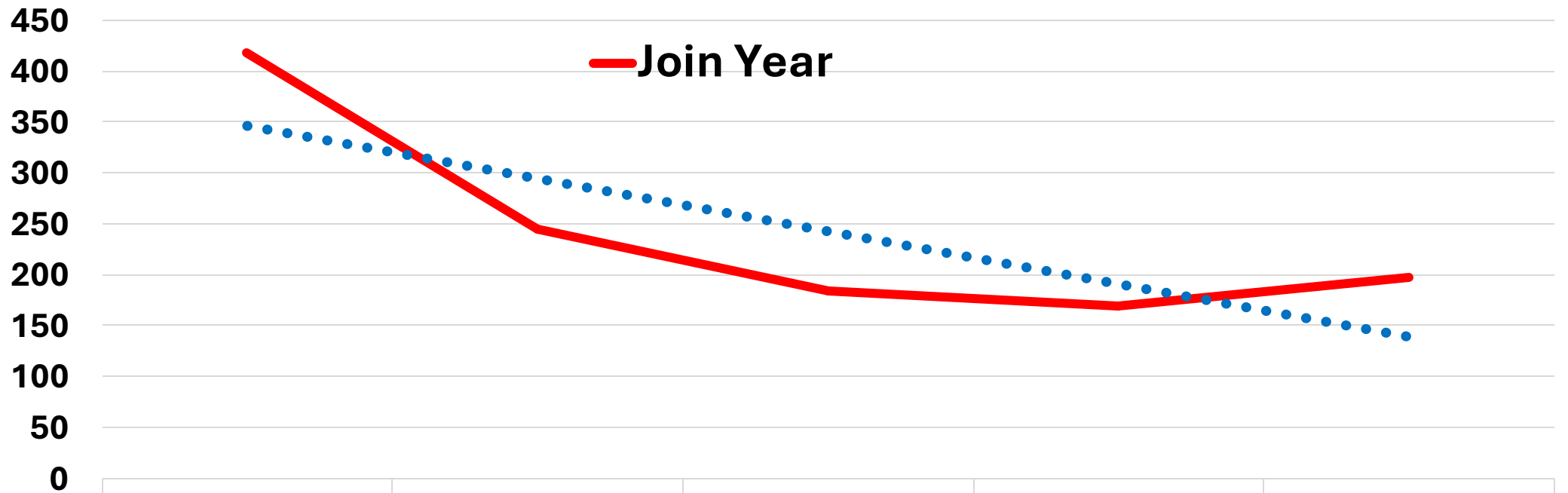
- **Segment:** The Lead with Jake Tapper
- **About the Segment:** Covering all the day's top stories around the country and the globe, from politics to money, sports to popular culture.
- **Anchor:** Phil Mattingly
- **Date:** **Monday, October 13**
- **Time:** 5-7pm EST
- **Topic:** Reduction in Force notices and their impact on federal employees

YOU CAN  
IGNORE REALITY  
BUT YOU CAN'T  
IGNORE  
THE CONSEQUENCES  
OF IGNORING  
REALITY



# Region 4 Vulnerability

## First Critical 5 Years



	2024	2023	2022	2021	2020
<b>Join Year</b>	<b>418</b>	<b>245</b>	<b>184</b>	<b>169</b>	<b>197</b>

# Michigan Federation First Critical 5 Years

