



Membership Recruitment

Presented by Nora MacDonald



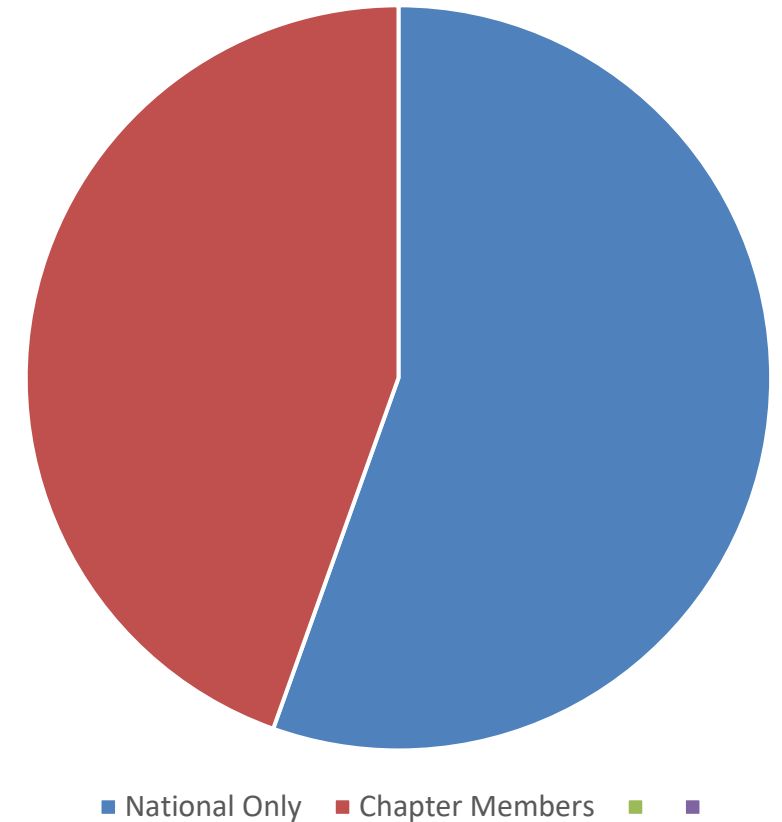
Welcome!

- **NARFE membership decline is at its slowest rate in recent memory**
 - 2022 – net loss of 14,353 members
 - 2023 – net loss of 7,832 members
 - 2024 – net loss of 4,210 members as of June 30
(through June 30, 2023 was 6,261 for comparison)
- **Stabilization and growth for NARFE is within reach but we need your help!**

August 2024 Membership Counts



Region	Total Members	Chapter Members	National Only Members
International	272		272
Region I	10,201	4,397	5,804
Region II	21,465	10,256	11,209
Region III	16,316	7,468	8,848
Region IV	14,165	6,539	7,626
Region V	10,988	5,504	5,484
Region VI	9,859	5,016	4,843
Region VII	7,983	2,326	5,657
Region VIII	12,663	5,769	6,894
Region IX	7,662	3,116	4,546
Region X	18,057	7,170	10,887
TOTAL	129,631	57,561	72,070



**There's a reason why candidates still knock
doors and make phone calls –
conversations work!**

What can you do?



Finding Opportunities

- **What federal government entities are local to you?**
 - Don't get frustrated if you can't get in the building
 - Find ways to figure out who are the HR Benefit contact(s)
- **Have you spoken to the active employees in your local chapter?**
- **Are there local health provider contacts or credit unions that know where the exhibiting opportunities are?**
- **What local gatherings or conferences are happening in your area? High school? Community? <https://www.govevents.com/>**
- **Still struggling? Ask HQ for help!**



Jane Gahan, President of Chapter 1072, Frank Impinna, President Colorado federation and Carolyn Williams, a member of the chapter.

Introducing NARFE



Don't be surprised—most active employees have never heard of us

Lead with the basics

- **Membership Association for current and retired federal employees**
 - 129,000 members nationwide
 - Not a union, or a for profit entity; not making any money of decisions people make
- **More than 100 years old**
 - Led the way on creation of major benefit programs (retirement annuities, health benefits, etc.)
- **Only organization solely dedicated to general welfare of ALL federal employees and retirees**
 - Leading voice in Washington with Congress, the Administration on federal employee/retiree issues
 - Non-partisan

Introducing NARFE



Federal Benefits Experts

- **Primary focus of NARFE**
 - Help you make the best decisions regarding your benefits
 - Help you plan for a secure retirement to give you peace of mind
- **Advocacy**
 - Protect your benefits from arbitrary and unfair legislative action
 - There is strength in numbers

It's not just the questions you have, it's the ones you don't know to ask



Frank Impinna, President Colorado federation, and Robin Tabora, a Connecticut member who helped the Colorado federation make connections during the FCCA conference.

All the Benefits of Membership



Of course you know the benefits!

- **NARFE Magazine** comes out 10 times a year
- Regular **emailed news updates** from *Newsline* and *Daily Clips*
- **NARFE Perks** – save on national brands for travel, entertainment and more!
- Support from peers in **FEDHub**, the only national online community for the federal community
- **Local chapters across the country** – hear from relevant speakers, advocacy work and about topics specific to your area

How does this help members...

- Find **community** with your local colleagues and nationally across the country
- **Understand** all of your benefits and changes coming to your benefits
- Direct access to Federal Benefits Institute **experts** to deal with OPM issues
- Updates on pending **legislation** and how we are advocating for you



Be rewarded for joining and renewing

- **New Members**
 - Receive first year chapter dues free if they are new or haven't been a member in over a year
- **Renewing Members**
 - Retired members can receive a discount signing up for Dues Withholding
 - **Any renewing member** can receive a discount renewing for 2 or 3 year increments
 - **Any renewing member** can sign up for Auto-Renewal that doesn't want to receive future renewal reminders

Recruitment Incentives



Be rewarded for recruiting!

- **January-August**
 - Recruiter receives **\$8** for any new active federal employee enrollment
- **September-December**
 - Recruiter receives **\$10** for any new enrollment for an active or retired federal employee
 - Top Performers from the Fall Membership Recruitment Drive will be announced in the NARFE Magazine (March Edition) with prizes to be announced.
 - To receive the Fall Membership Recruitment Drive credit, all envelopes must be postmarked on or before December 31st.
- Recruiter's Membership ID must be included on each application.

I've got an opportunity – now what?

Matching Funds Available



NARFE can reimburse up to 50% on recruitment expenses

- Increasing awareness of NARFE and NARFE's Federal Benefits Institute as a resource for current federal employees
- Adding new prospects through lead generation
- Recruiting new NARFE members, and/or
- Significant brand exposure

Including activities like:

- Travel/sponsorship expenses for an event where federal employees will be
- Advertising opportunities promoting NARFE

Order Supplies

- Complete the **online F-18** Form
- Order supplies from **ShopNARFE**

NARFE
FEDERAL BENEFITS EXPERTS

The *only* association protecting benefits for ALL Feds for 100+ years

We are NARFE
FEDERAL BENEFITS EXPERTS

Plan now and enjoy retirement with peace of mind

Join Today

www.NARFE.org | 800-456-8410 ext 1

National Active and Retired Federal Employees Association

Asking people for money is hard



First think about the benefits of NARFE and why you are a member

- Why did you join?
- Think of how your membership has helped and benefited you
- Consider these factors when you are introducing NARFE to someone else – we can help them as we have helped you
- Ask a question, see how they respond, and let that guide the conversation. Everyone's reason for joining is not the same.



Introduce Sandy and Deb

- Share history with the Federal Government
- Why did you join NARFE?
- How do you introduce people to NARFE?



Sandy Gartner



Deborah Rodgers

Role playing – Find a partner!



Turn to the person next to you

- Take turns talking about your own history with NARFE and get comfortable speaking the words to another person
- Consider some of the talking points we've mentioned
- Put it into your own words how you are comfortable speaking

**Who's ready to share their
pitch with the group?**

Thank you!

Don't forget to order membership brochures and if you would like an "Ask me about NARFE" button just ask!

**Questions? Contact Nora MacDonald at
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