



Presented by:

RVP-4 Ed Konys

At

Illinois Federation Conference

September 16-17, 2025

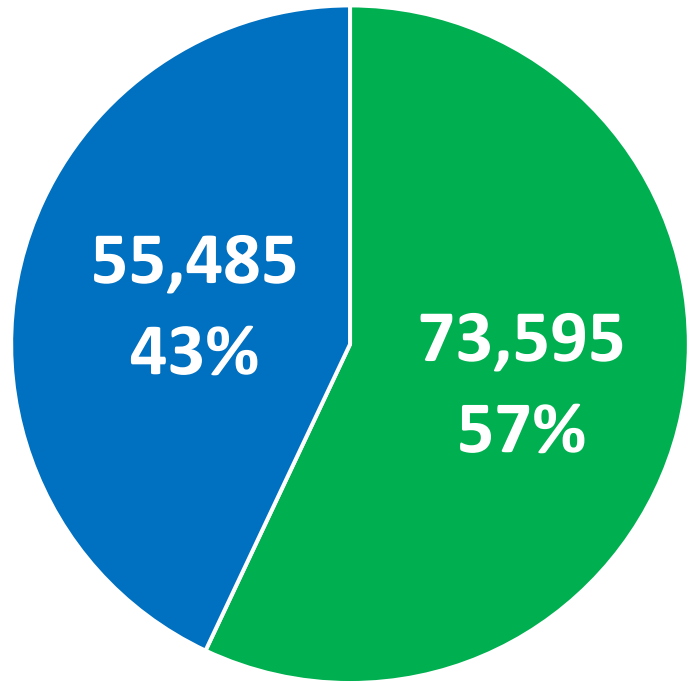


FEDERAL BENEFITS EXPERTS

- **State of Region 4**
- Retention
- Digital NARFE

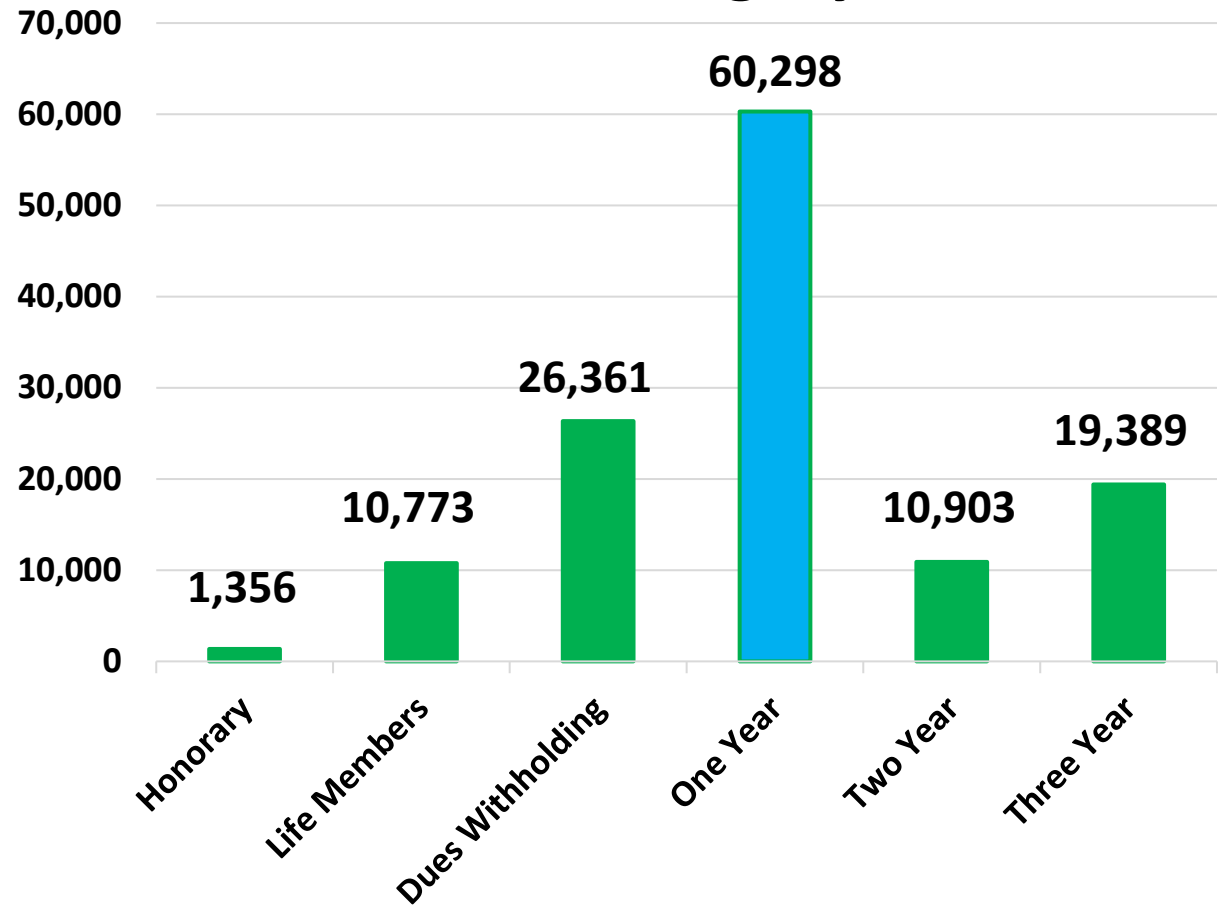
Association Membership

Association 129,080



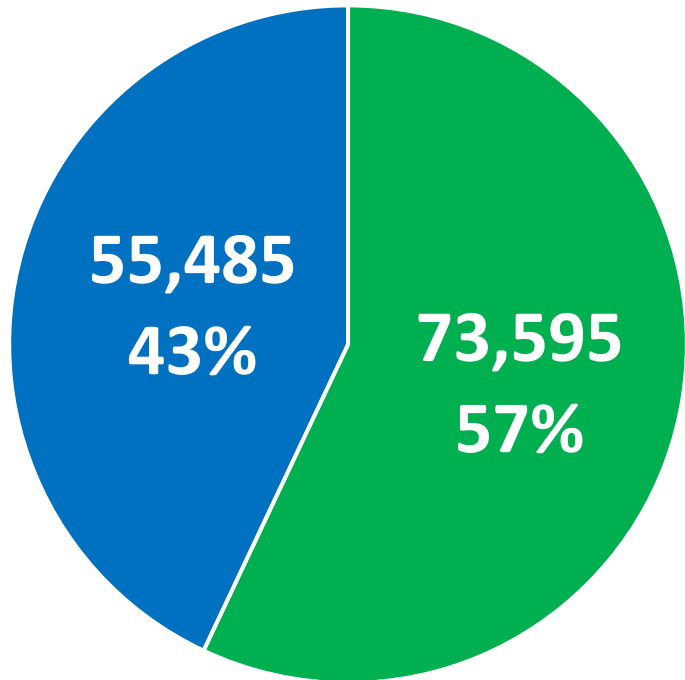
■ National ■ Chapter

Dues Category



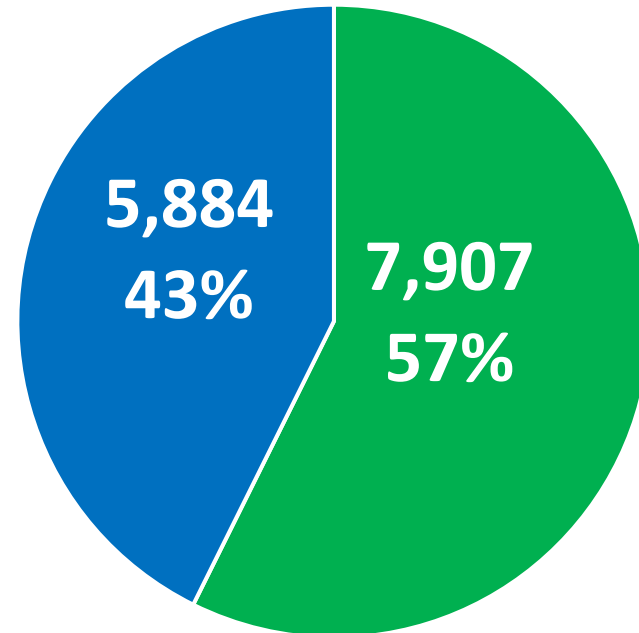
Region 4 Membership

Association 129,080



■ National ■ Chapter

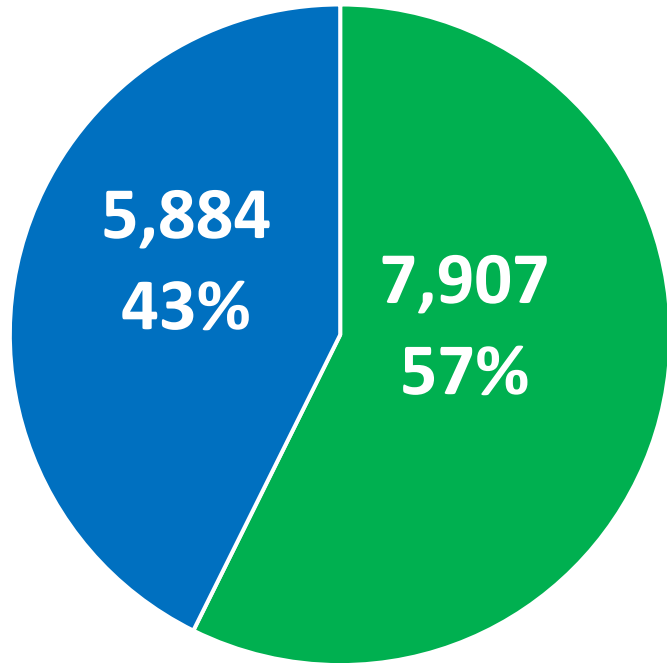
Region 4 13,791



■ National ■ Chapter

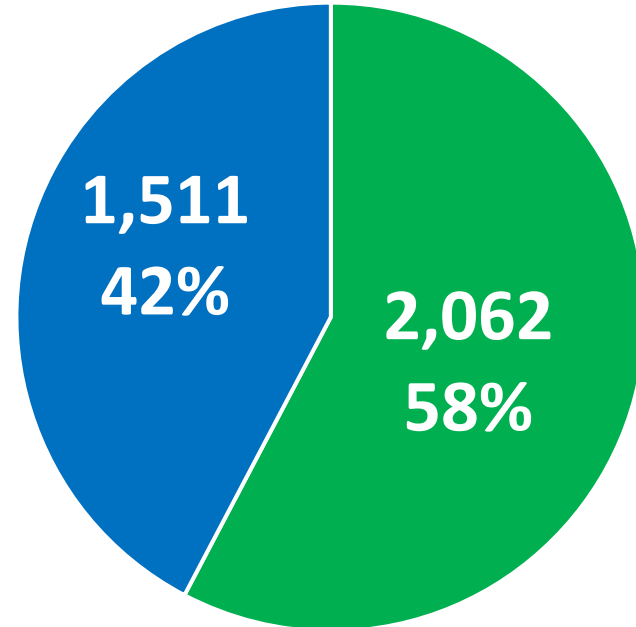
Illinois Membership

Region 4 13,791

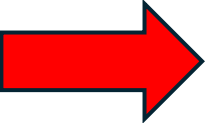


■ National ■ Chapter

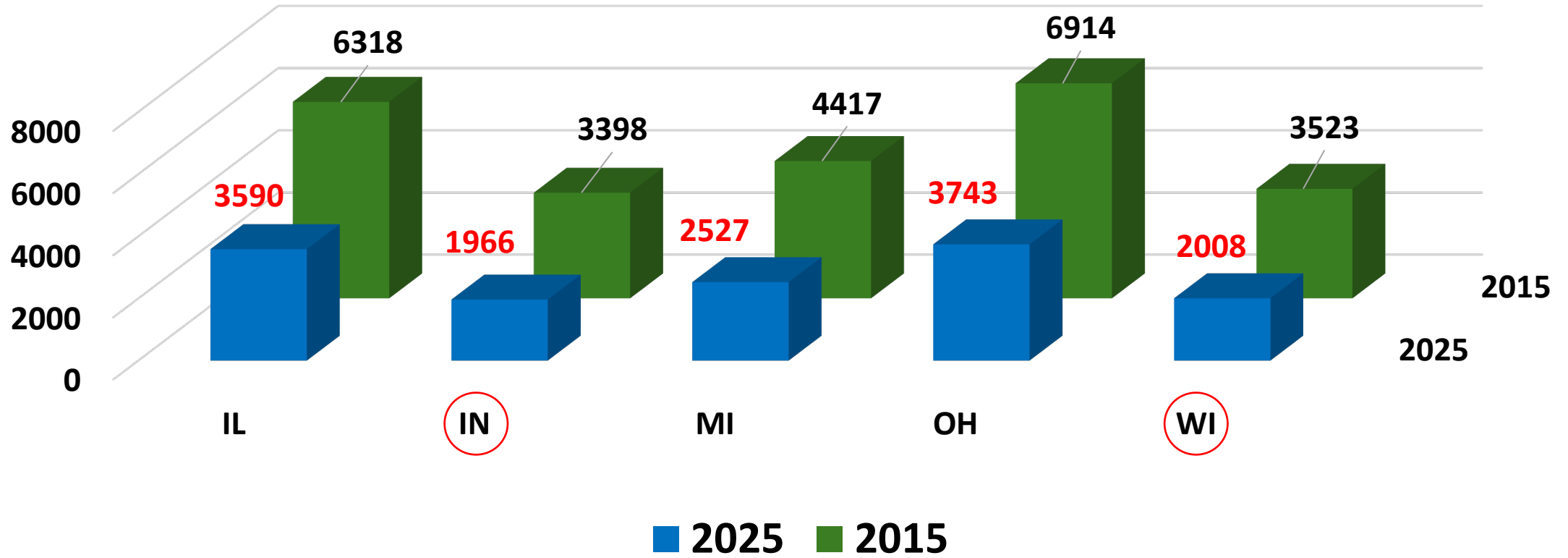
Illinois 3,573



■ National ■ Chapter

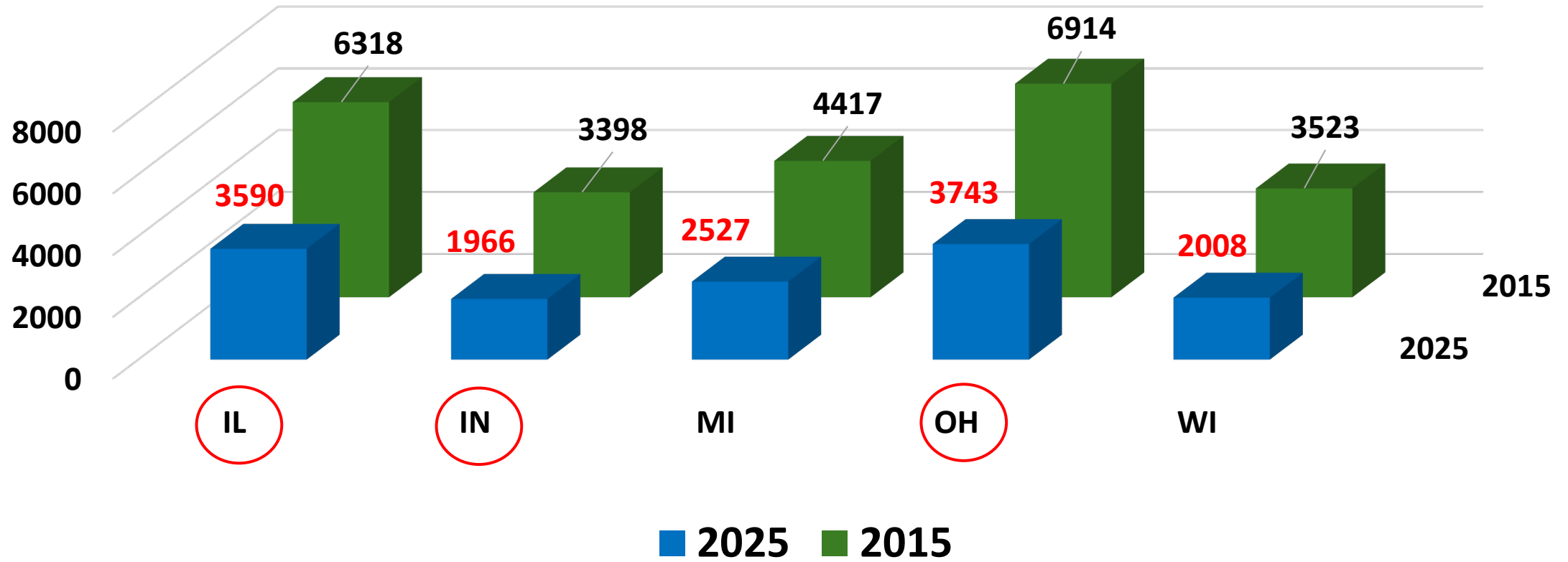
Ten Years Later
24,600  **13,800**

-44%



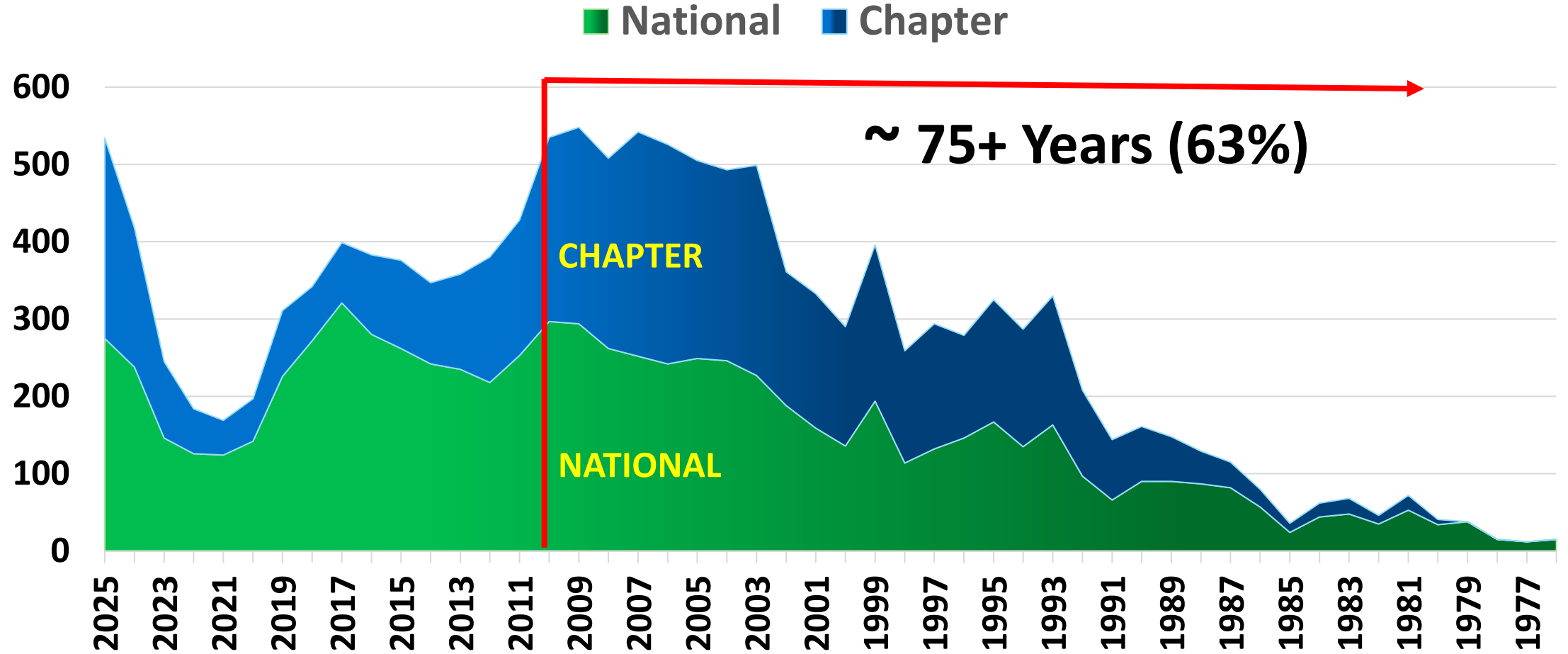
Region 4 Vulnerability Officer Succession Issues

Same officers 10 years later



Region 4 Vulnerability

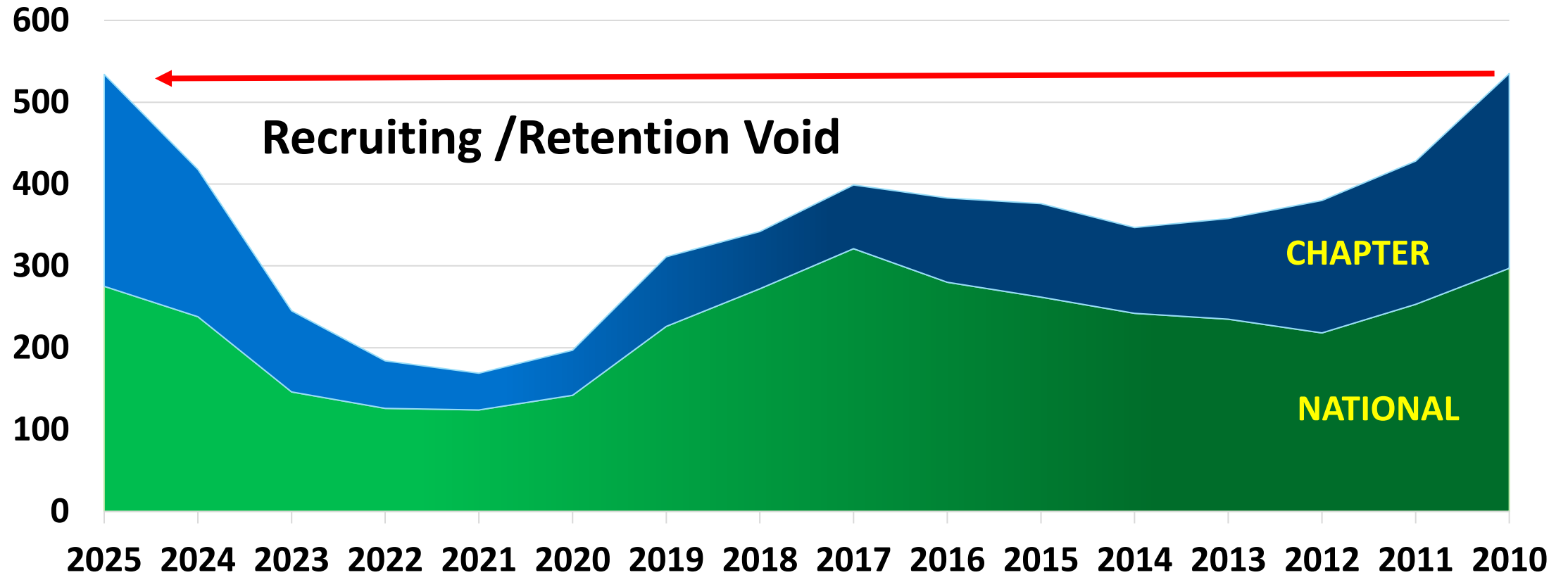
Age



Region 4 Vulnerability

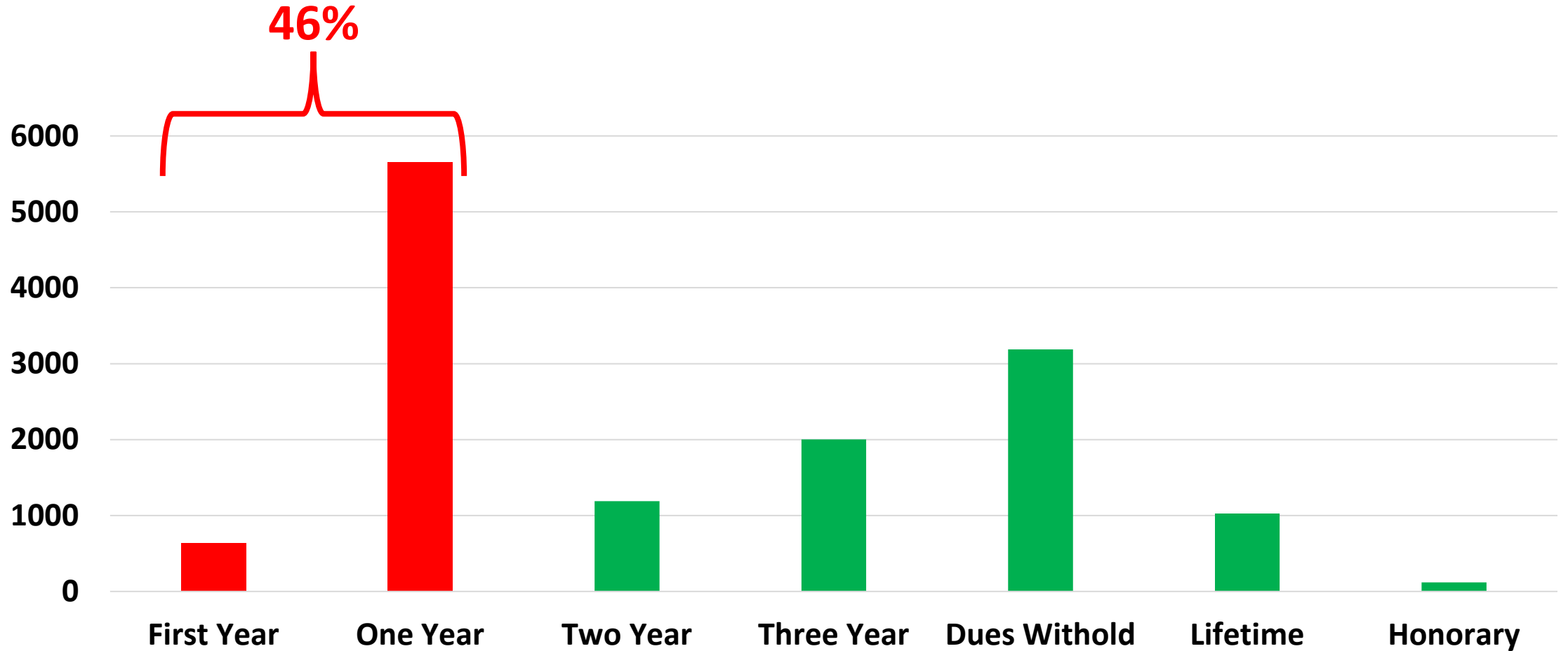
Recruiting Void

■ National ■ Chapter



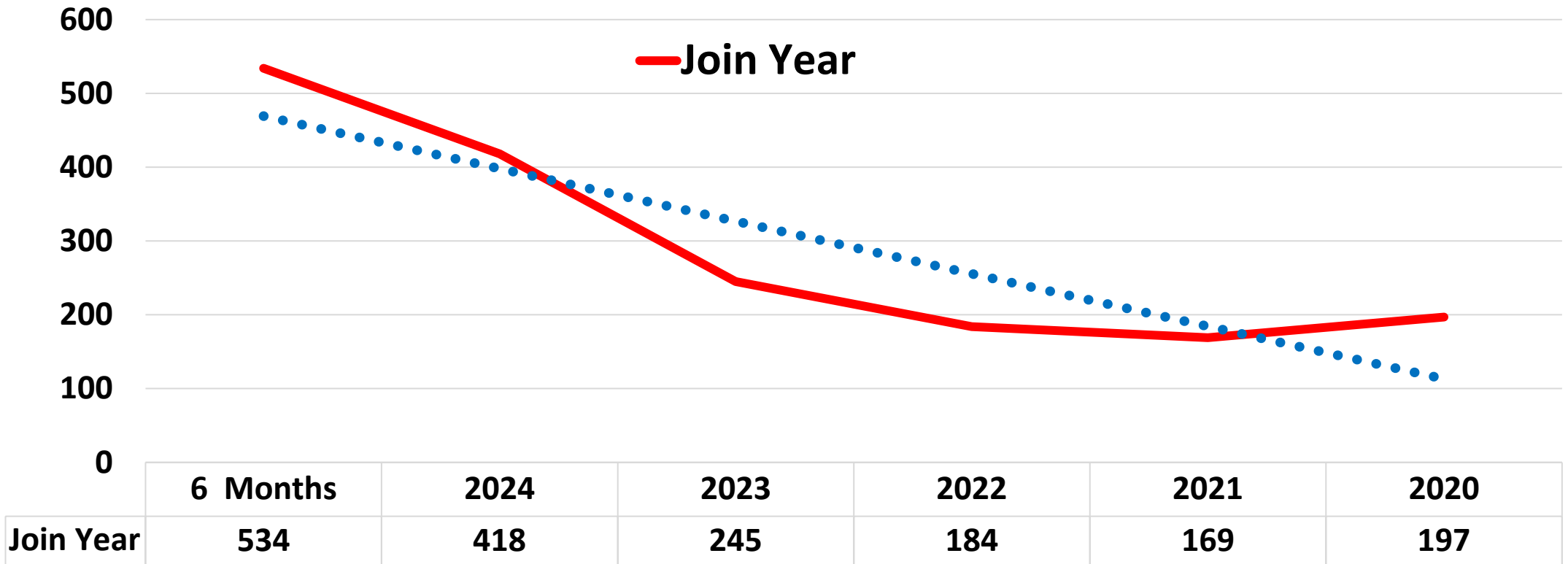
Region 4 Vulnerability

Dues Category

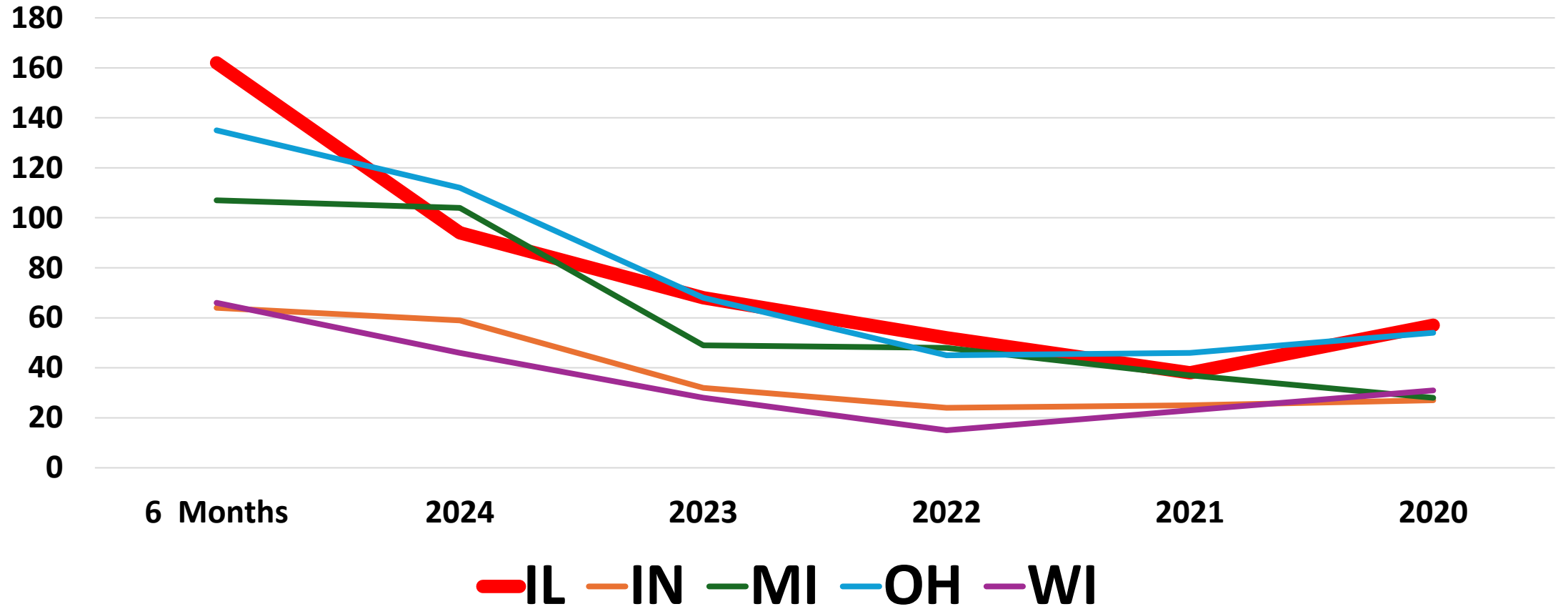


Region 4 Vulnerability

First Critical 5 Years

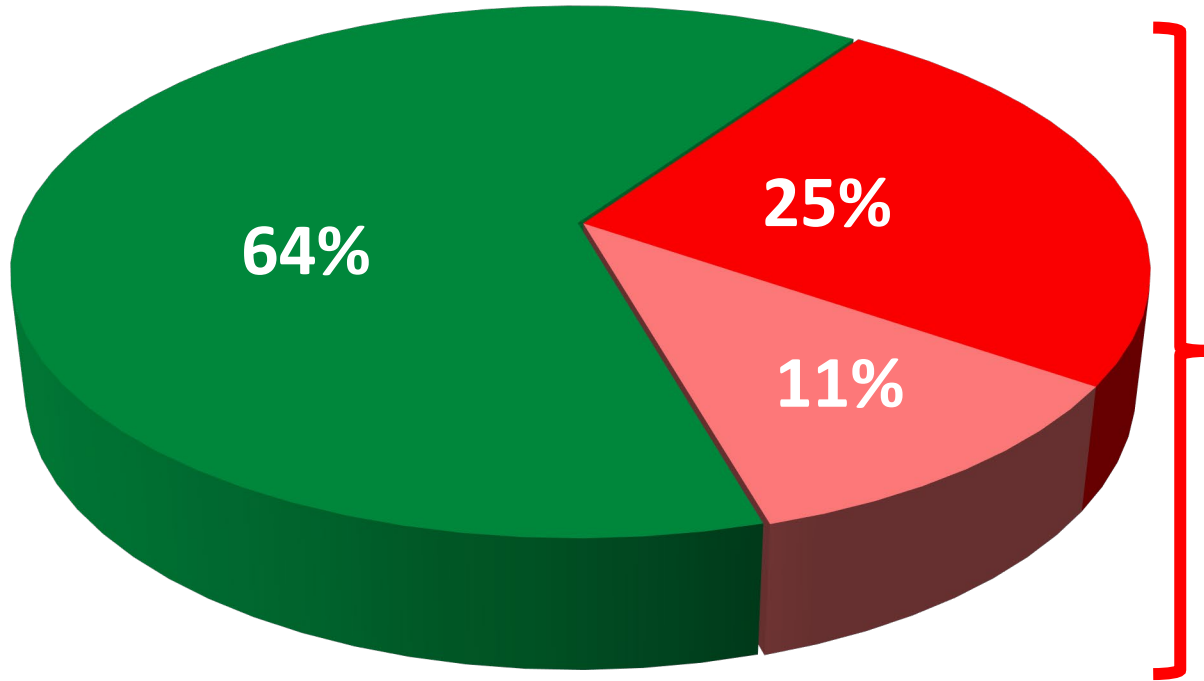


Membership by Federation First Critical 5 Years



Region 4 Vulnerability

NO E-Mail Record

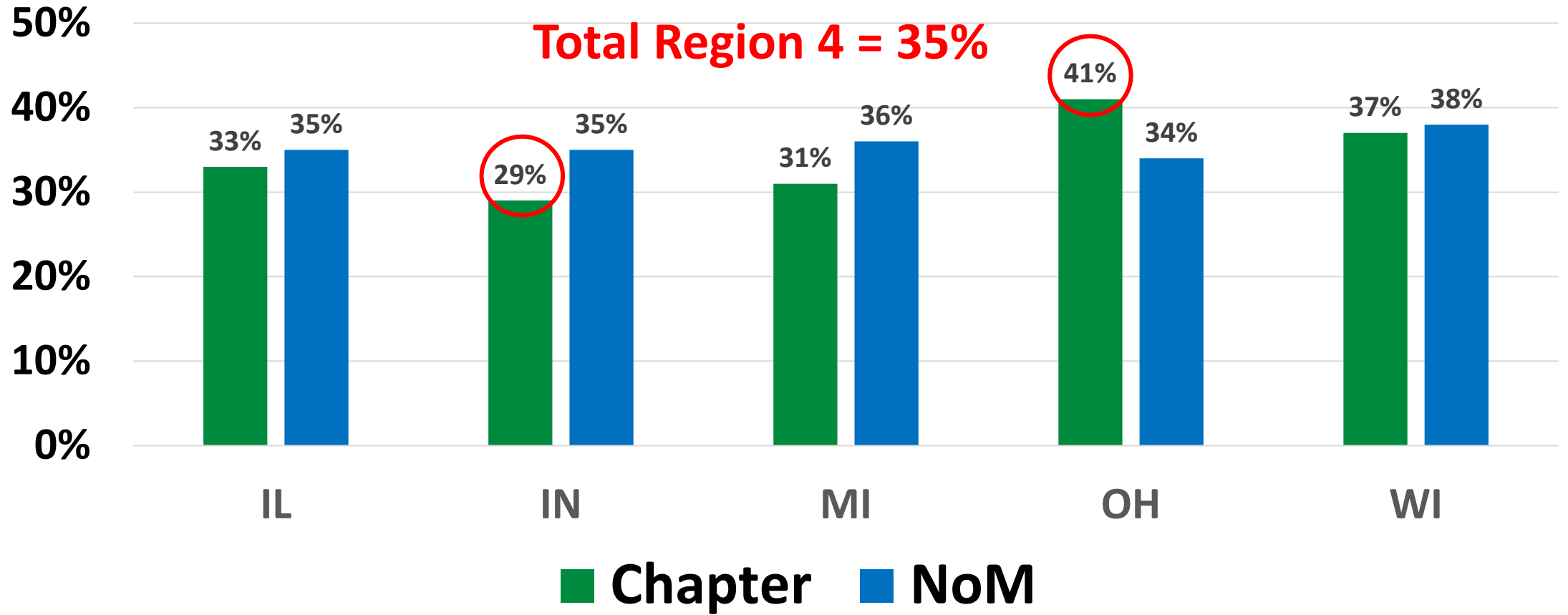


36% of members cannot be reached by email!

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

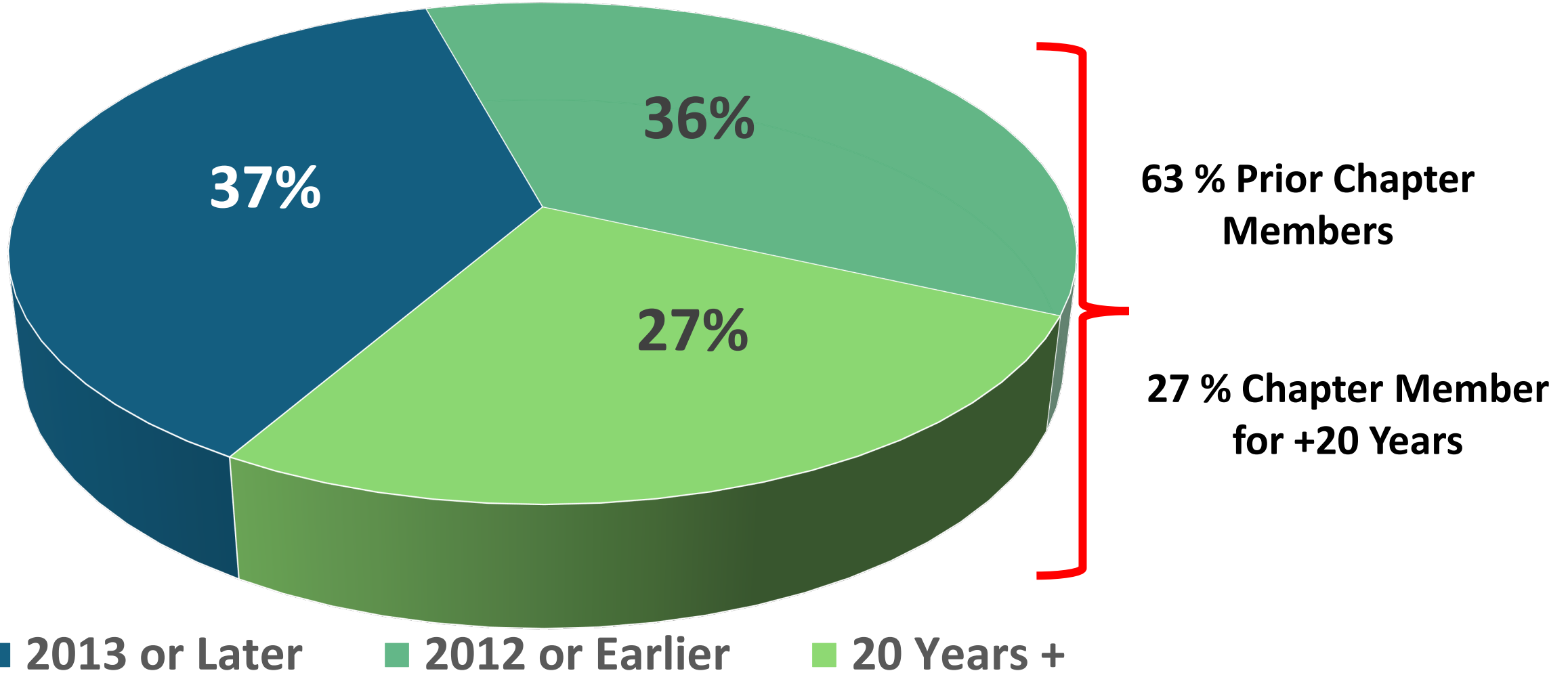
 E-Mail  Chapter No E-Mail  NoM No E-Mail

Region 4 Members **WITHOUT** E-mails



Impedes efforts to transition to a digital organization

Region 4 National Members Join Year



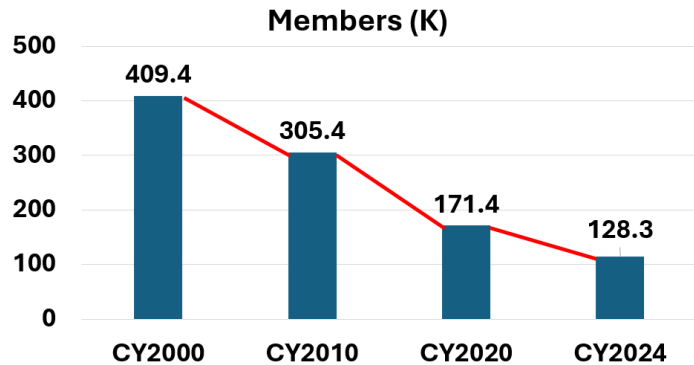


FEDERAL BENEFITS EXPERTS

- State of Region 4
- **Retention**
- Digital NARFE



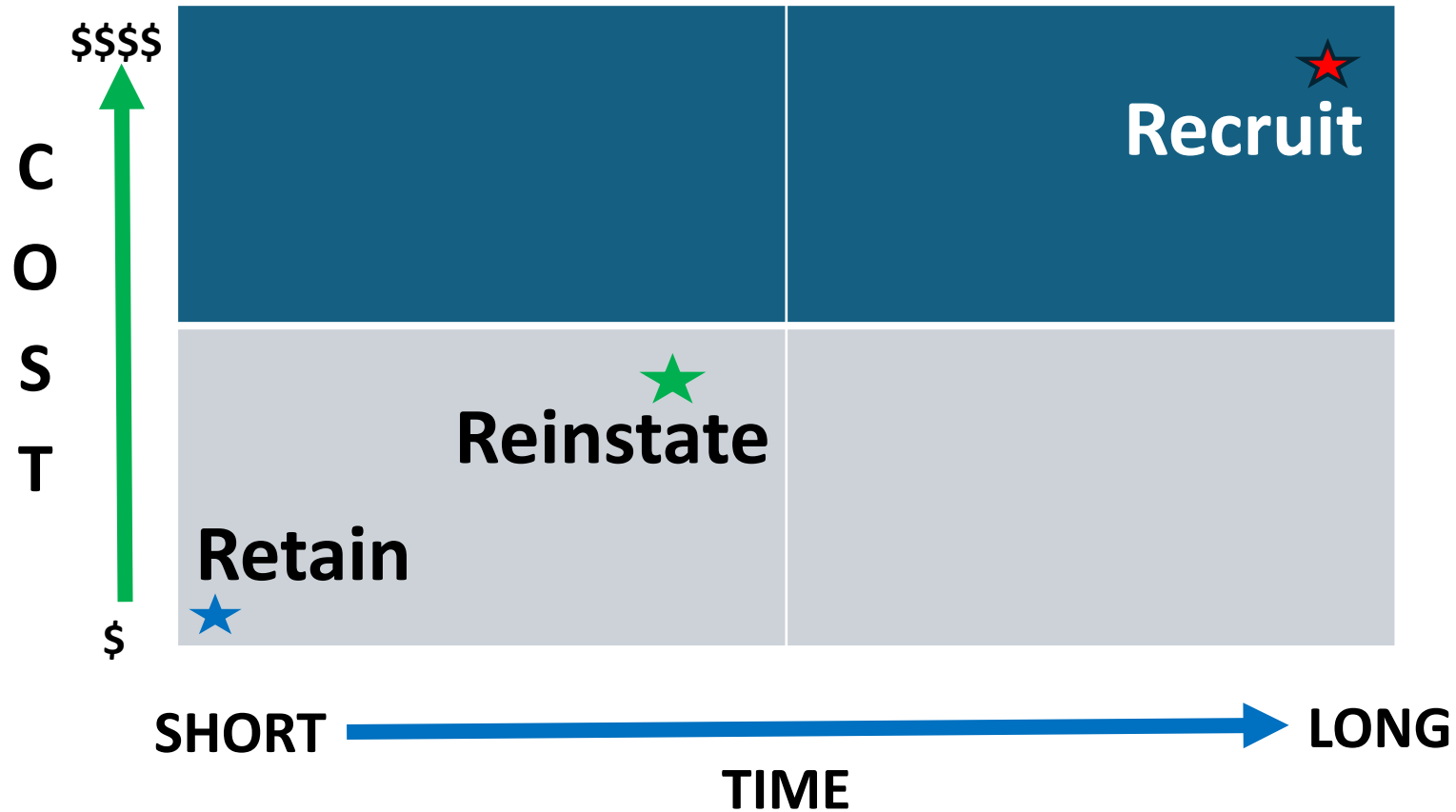
Membership Decline



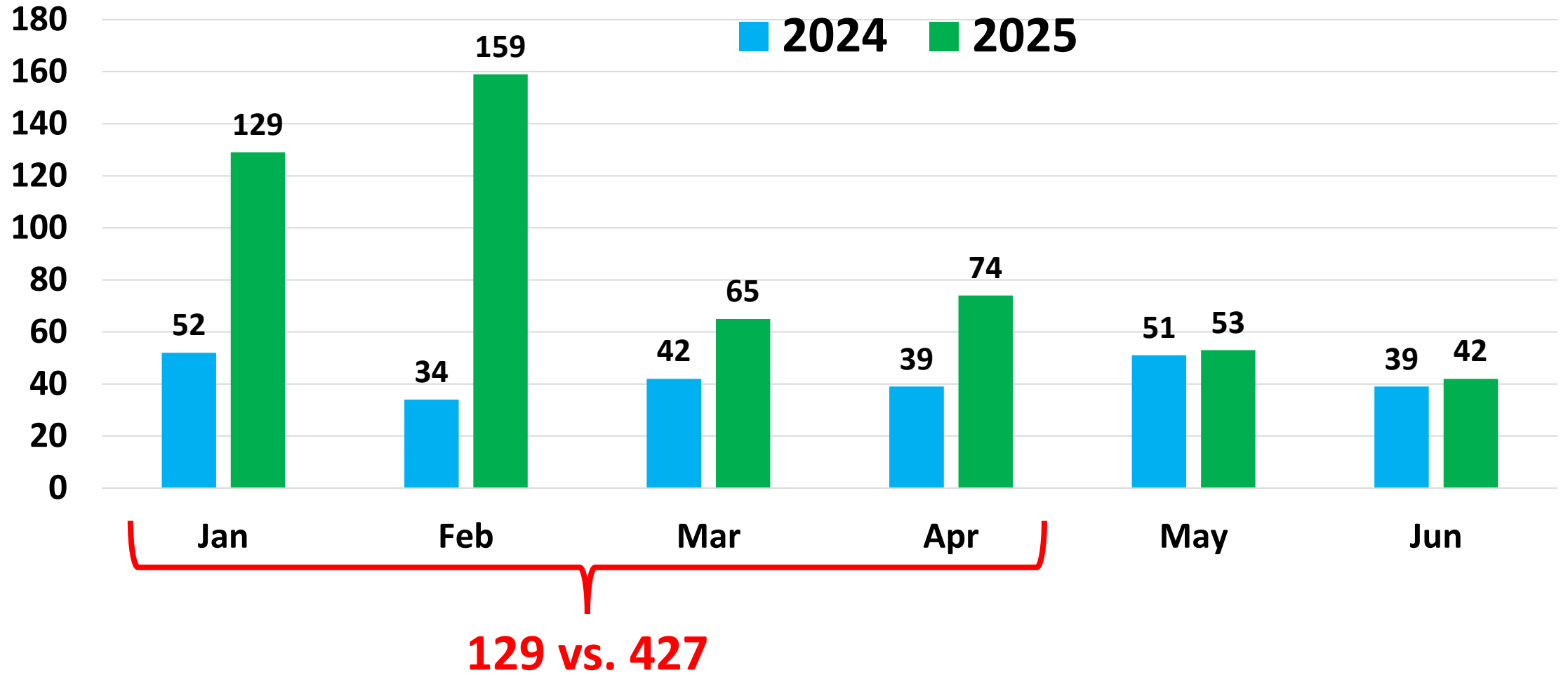
¥Ä½áCË½æjÄff½á× · ÚáÛhi óá×ÿ
· õõáæÄ yÄ Û Å ð yá ½õÿ CËÄ · Ûß
Ú · Äÿ Ä Åõ Ú ½Ú CË/õõÄÄ b



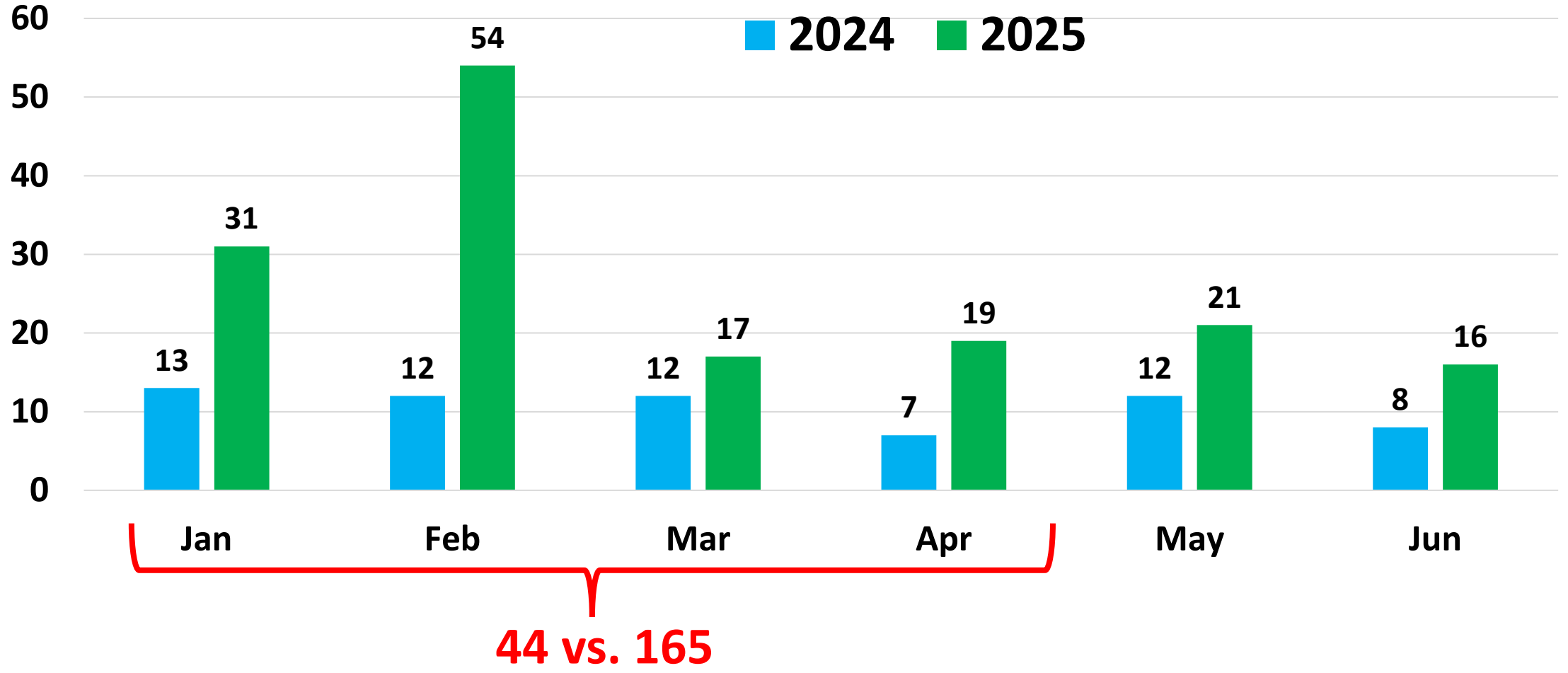
Membership Strategy Cost & Time



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



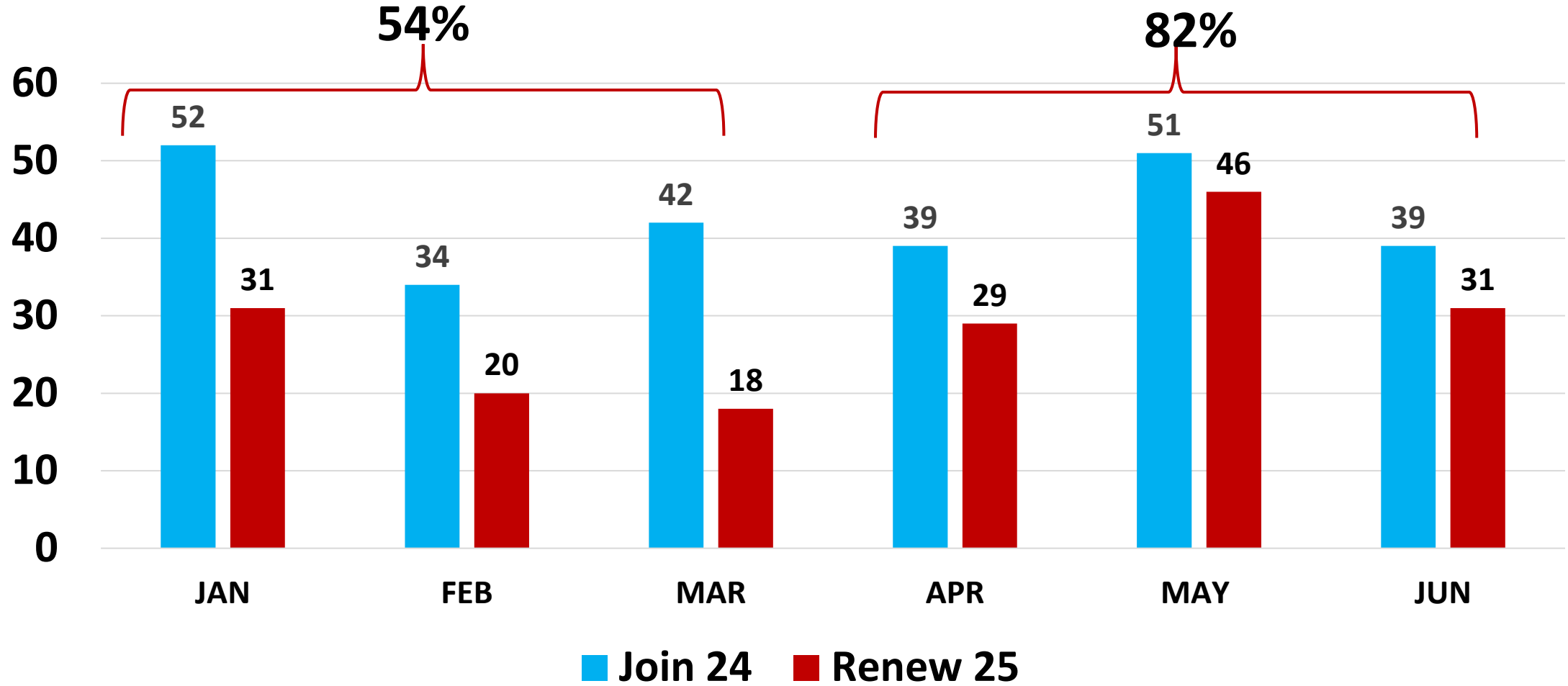
IL Fed First-Year Members Jan-Jun 2025 vs 2024



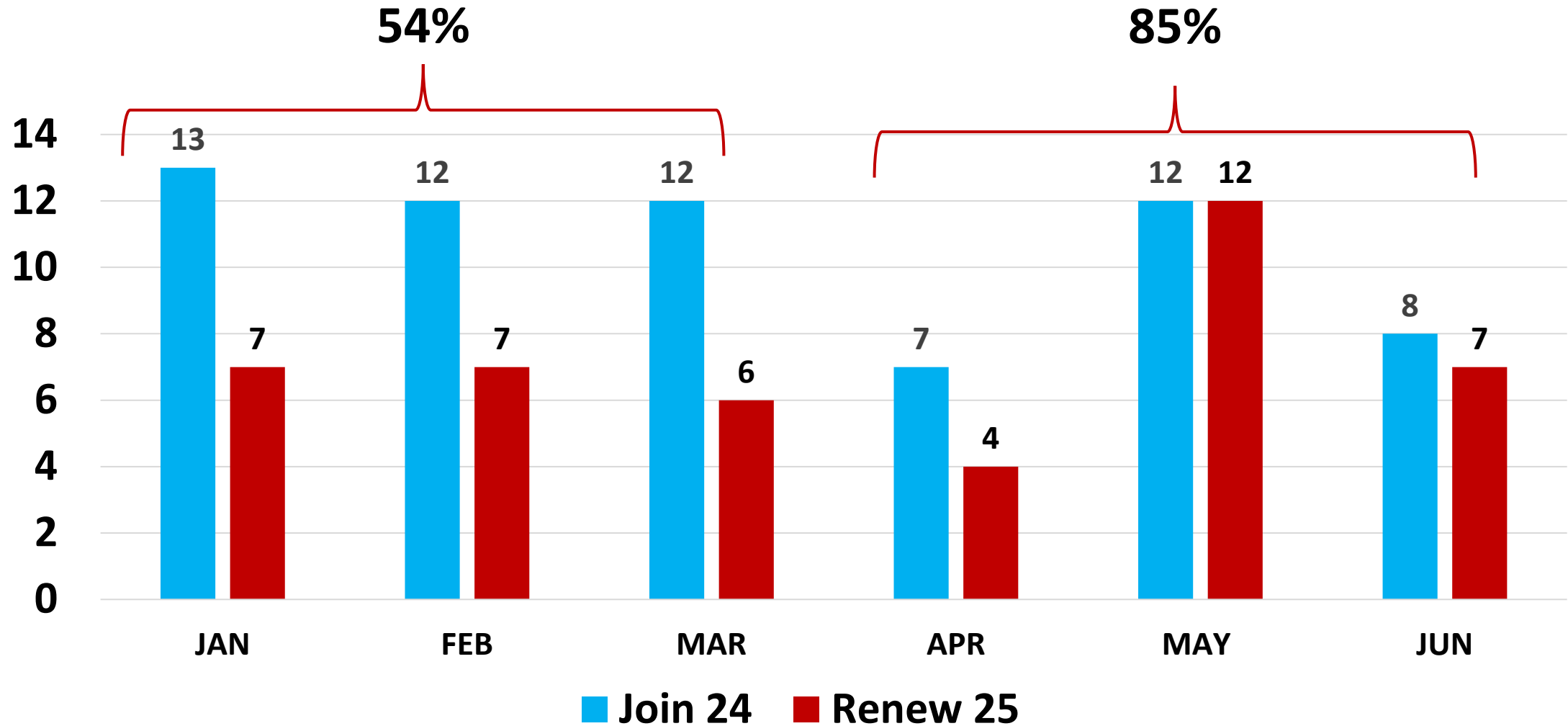
Our membership retention efforts suffers from **1/3**



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



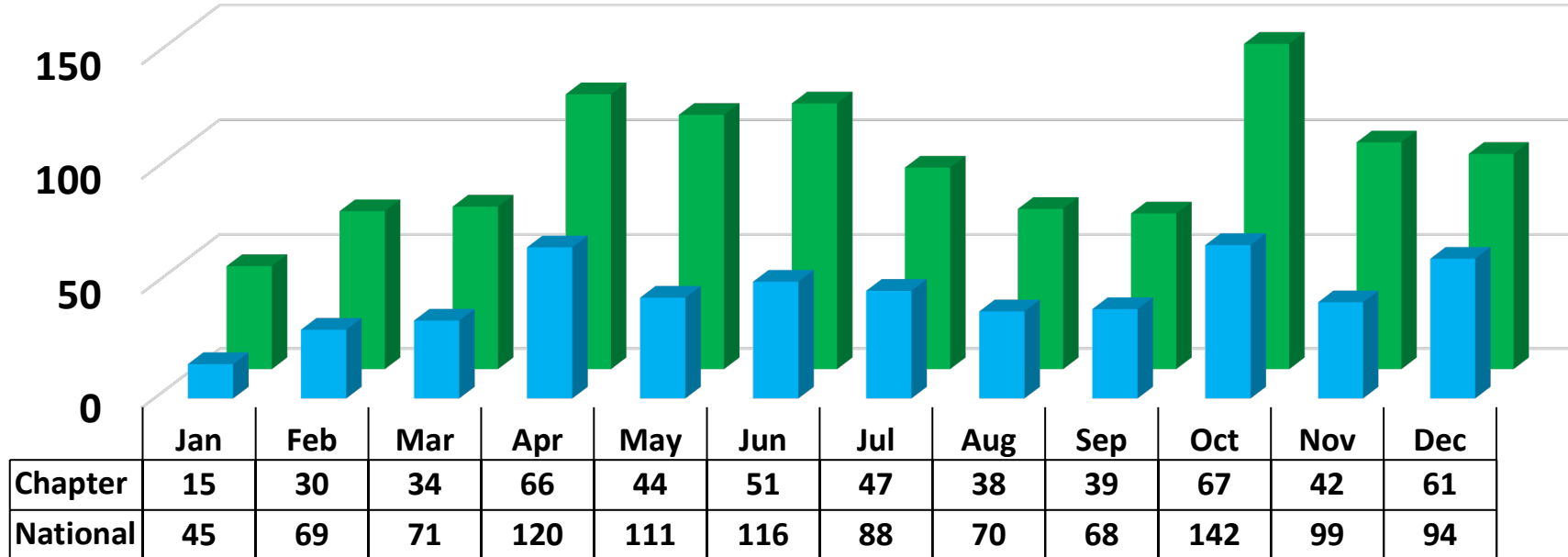
IL Fed First Year CY 24 Members Renewal Rate (72%)



IL Fed CY 25 Annual Renewals 1-2-3 Year Members

■ Chapter ■ National

1627 Members



**Relying on the M112 report, 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?**



FEDERAL BENEFITS EXPERTS

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

or

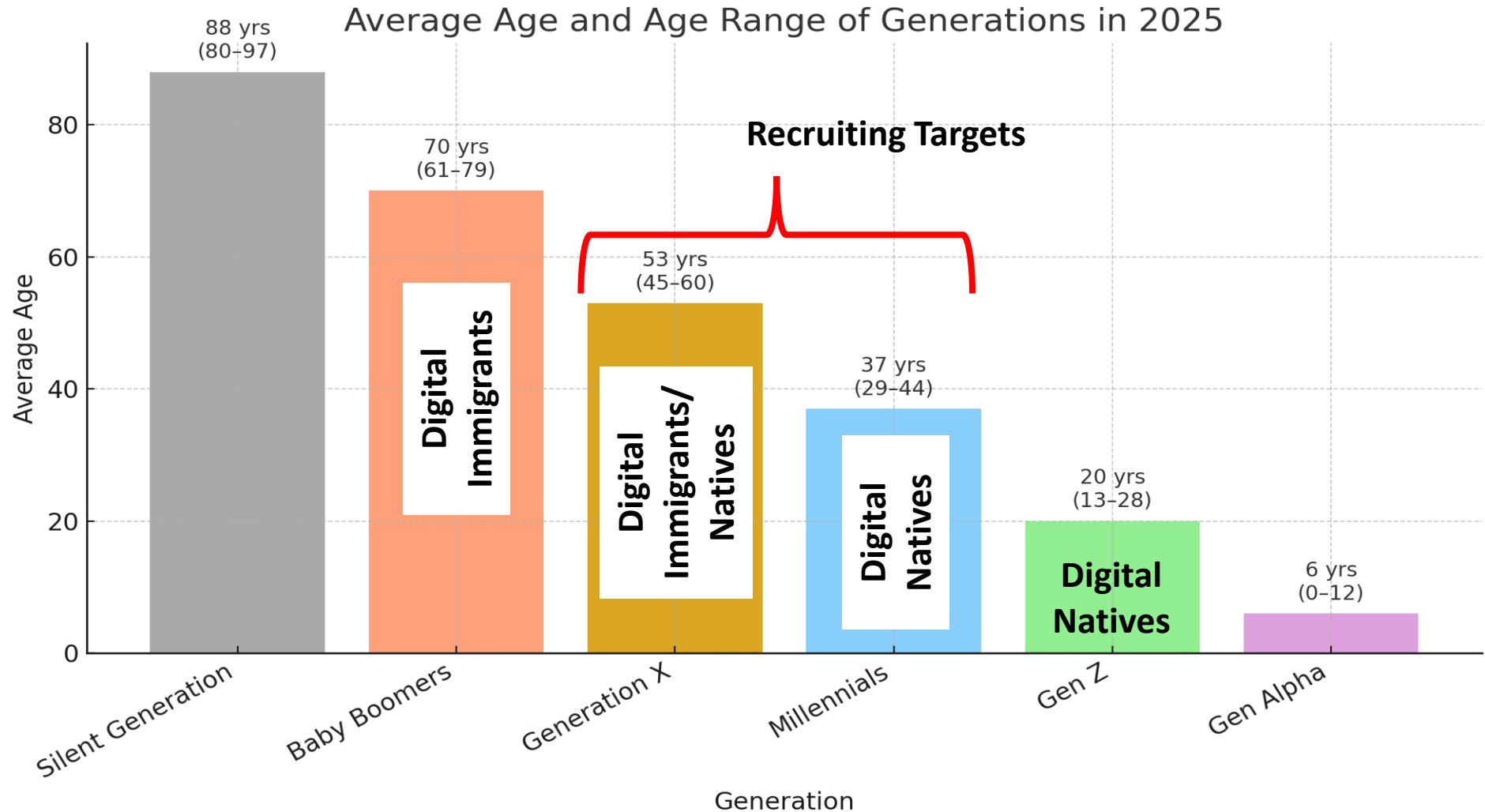
face dissolution!



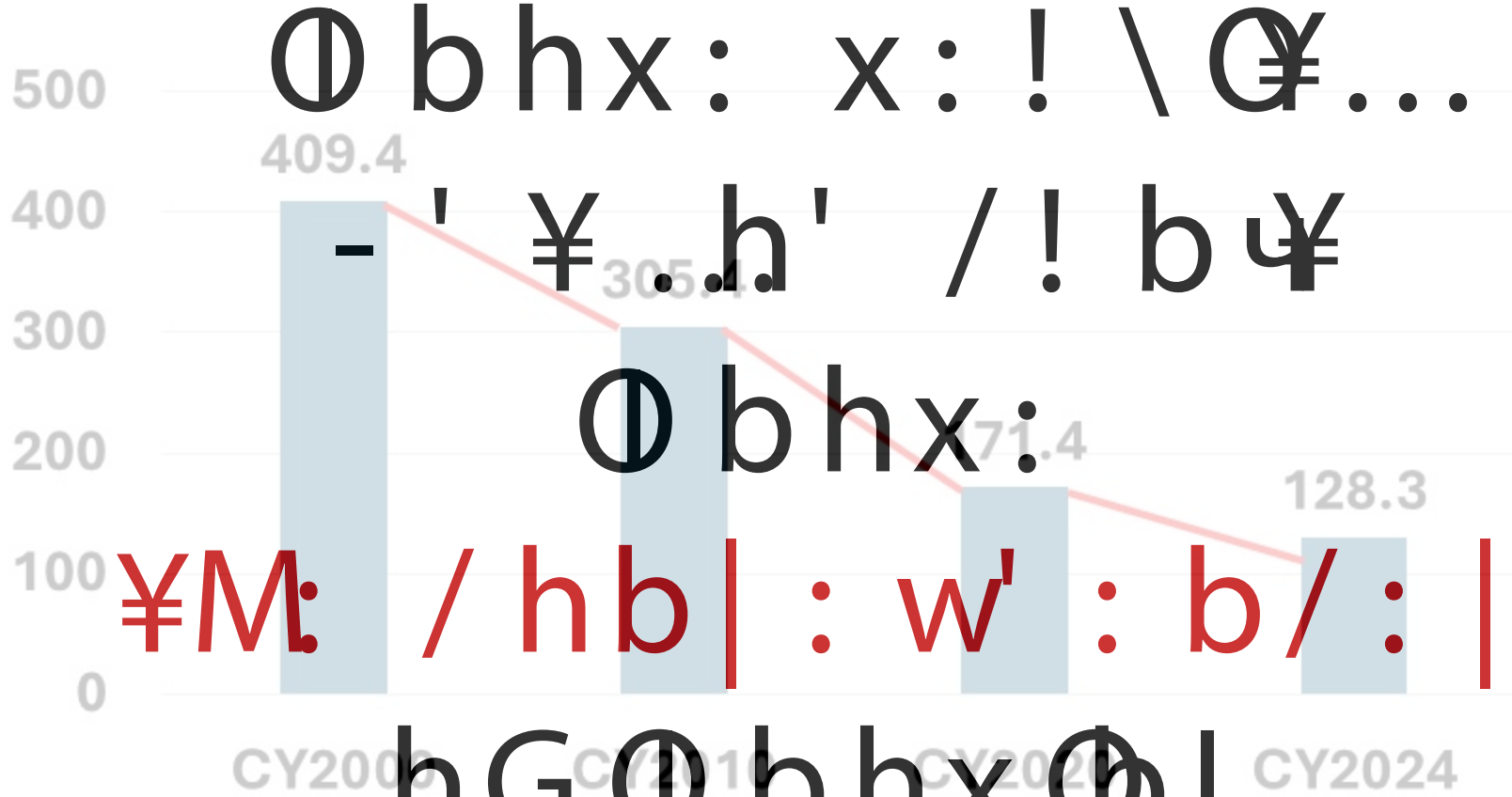
FEDERAL BENEFITS EXPERTS

- State of Region 4
- Retention
- **Digital NARFE**

Next Generation of Members







..h' / ! b

⓪ b h x : x : ! \ Ⓞ € ...

' ¥ ..h' / ! b ¥

⓪ b h x :

¥ M : / h b | : w' : b / : |

h G ⓪ b h x ⓪ |

x : ! \ Ⓞ € ...