



Member Engagement Update

Presented by

Nora MacDonald

Senior Director of Member Engagement

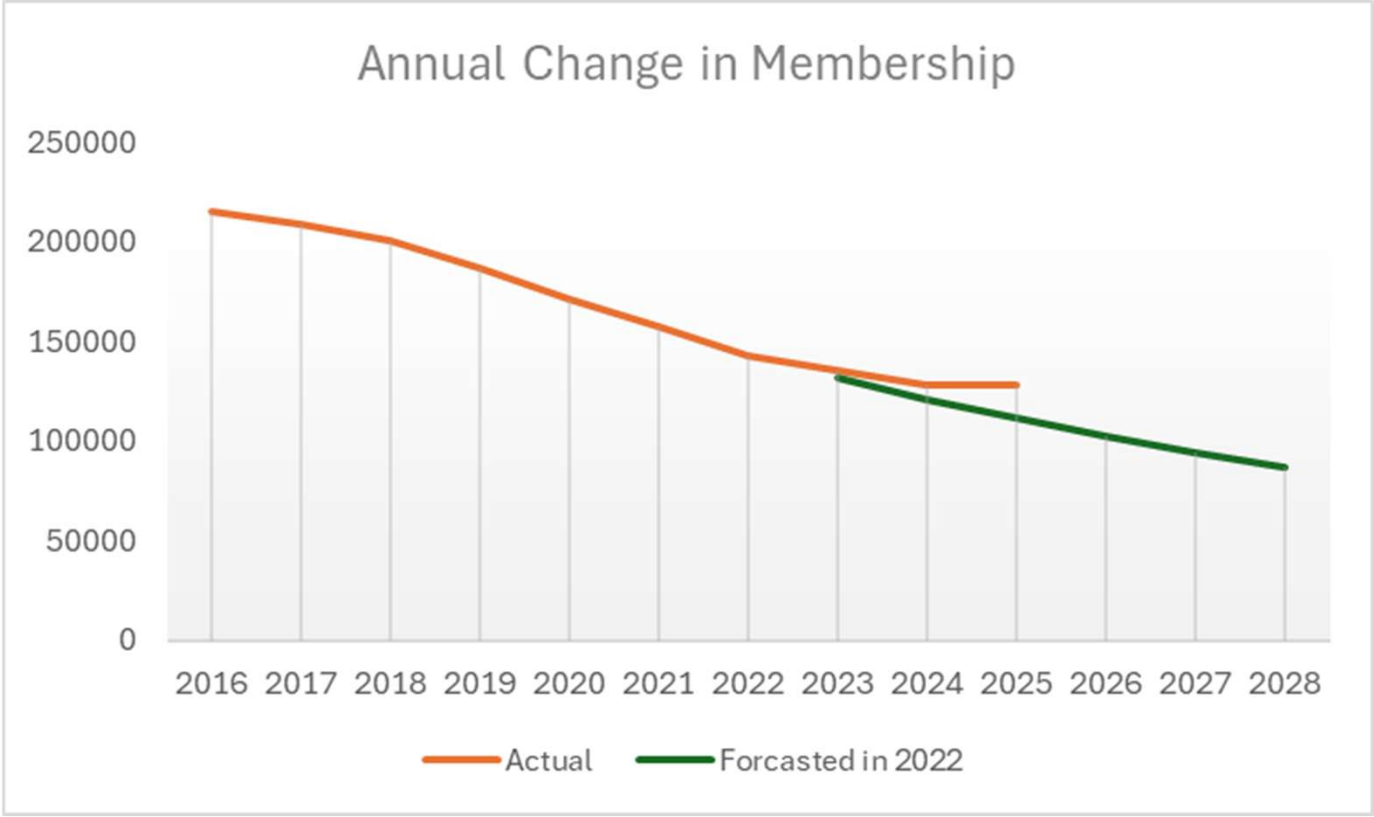
NARFE Membership Today



Welcome!

- **NARFE membership decline is at its **slowest rate** in recent memory**
 - 2022 – net loss of 14,353 members (-9.12%)
 - 2023 – net loss of 7,832 members (-5.48%)
 - 2024 – net loss of 6,840 members (-5.06%)
 - **2025 – net loss of 156 members (-.23%)**
- **Trump Administration policies have been driving membership + Feb 6 “Fork in the Road” deadline – NARFE met the moment**
- **Street Level Studio and BRG Communications strategies are working**
- **Honorary/Life Member review continues**

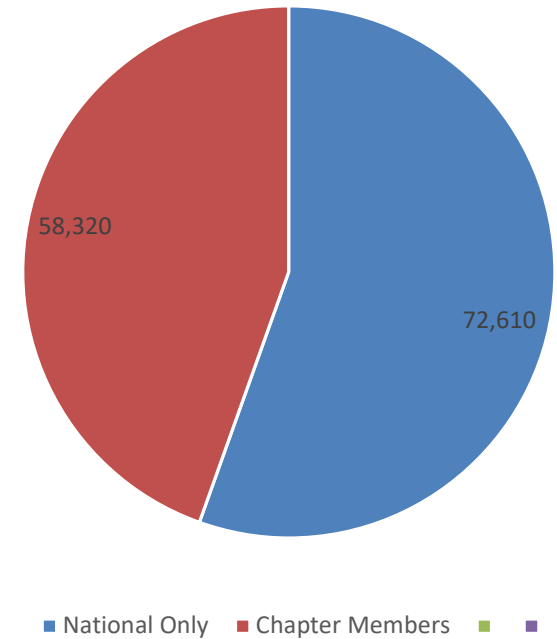
Annual Change in Membership



March 2026 Membership Counts



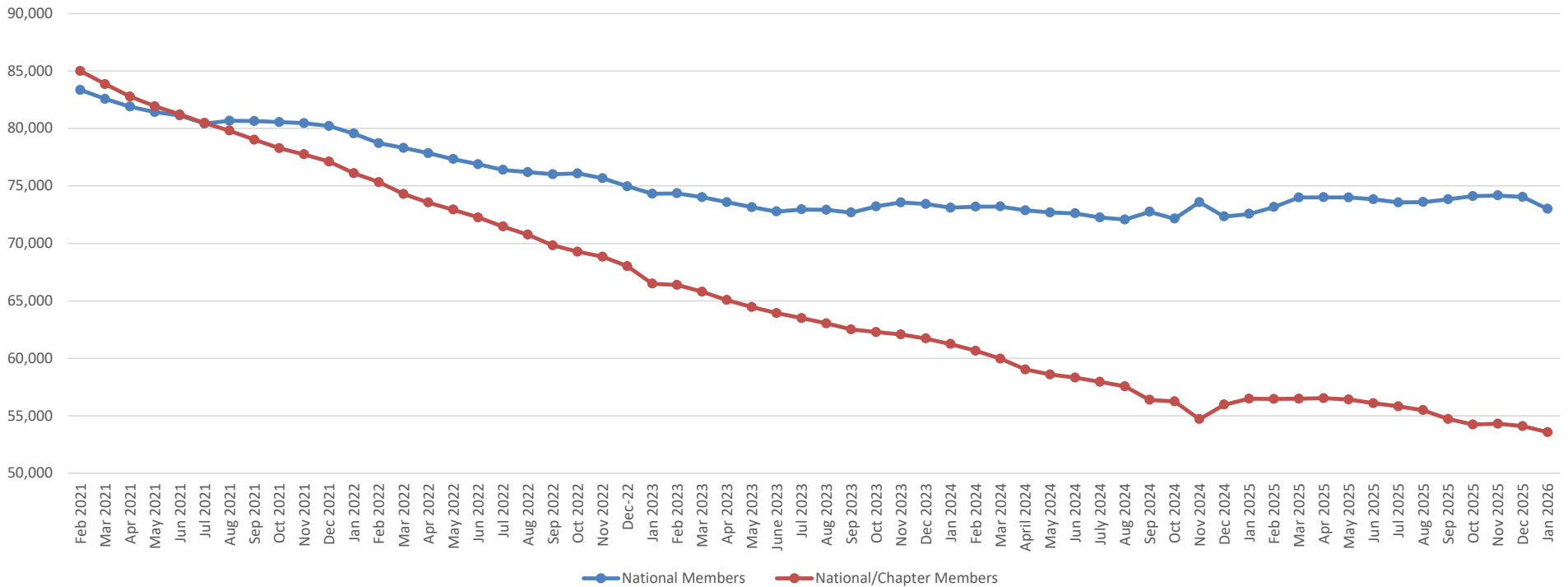
Region	Total Members	Chapter Members	National Only Members
International	278		278
Region I	9,921	4,177	5,744
Region II	21,243	9,991	11,252
Region III	15,202	6,138	9,064
Region IV	13,298	5,527	7,771
Region V	10,394	5,058	5,336
Region VI	9,201	4,459	4,742
Region VII	7,821	2,339	5,482
Region VIII	11,866	5,123	6,743
Region IX	7,606	3,060	4,546
Region X	17,863	6,909	10,954
TOTAL	124,693	52,781	71,912



National vs. Chapter Members



2021 - 2025 National vs Chapter Members



Online Membership Surged in 2025

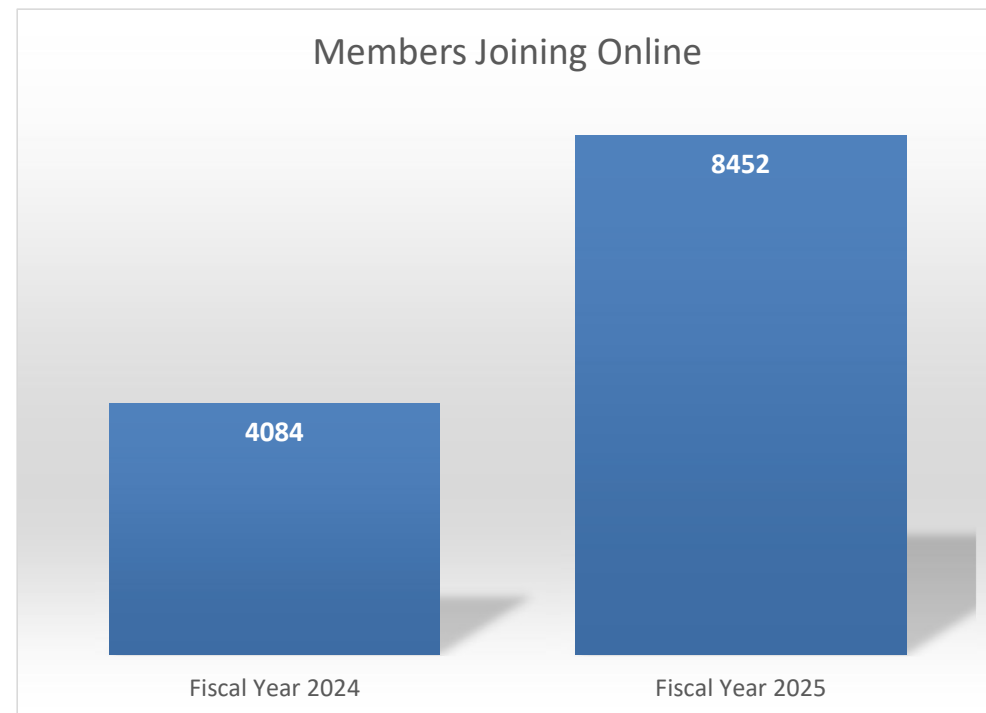


2024 Online New Joins

- 36% Active Employees
- 60% Annuitants
- 49% joined a chapter

2025 Online New Joins

- 38% Active Employees
- 59% Annuitants
- 51% joined a chapter



Member Type



	Active Employees	AE Spouse	Annuitant	Annuitant Spouse	Survivor Annuitant	None Listed
December 2024	12,581	134	110,317	2,510	1,990	768
June 2025	14,506	149	109,869	2,475	1,986	943
December 2025	13,188	149	109,364	2,467	2,008	968
December 2025 % of Members	10%	.12%	85%	1.93%	1.57%	.76%

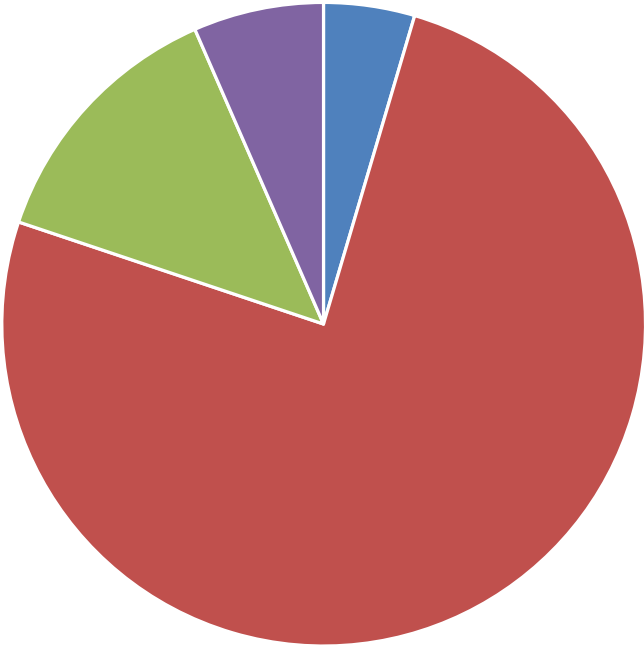
2024 vs 2025 Membership Term



AutoPay Members = 3,219



Members on Auto Pay



■ Life members ■ One Year ■ Three Year ■ Two Year



A lot happened in 2025!

- No longer mailing renewal notices to life members in a chapter
- Renewal Notice refresh
- Paypal was sunset for members paying dues with autopay
- Honorary/Life Member review began
- Chapters encouraged to change to a \$0, \$6, \$12, \$18 dues amount
- Began 'New Member' and 'Office Hours for Officers' Webinars

Continuing the 2025 Momentum



What's New in 2026?

- Membership month
- Gov Exec
- Fedweek
- New test direct mail package
- Phonathon/Emailathon
- Event sponsorships
- USA Today veterans magazine ad
- FedUpward podcast sponsorship
- Small local NPR test
- Federal News Network Dedicated NARFE Interview and landing page



Street Level Studios & BRG Communications



Print and Digital Projects continue

- Military Times
- Military Families (print and digital)
- Meta (Facebook and Instagram)
- Reddit
- Google adwords
- Foreign Service Journal ad
- National Conference of Bankruptcy Clerks ad
- USA Today veterans magazine ad

Public Relations

- Opinion article in Federal New Network by President Shackelford about Schedule P/C
- Newline surveys to drive story outreach to news outlets

Recent CNN Coverage



February CNN story with John Hatton include 24 outlets and 294,187,201 total impressions.

[WAAY](#) – Huntsville, AL

[WJRT](#) – Flint, MI

[WKBT](#) – La Crosse, WI

[KAVU](#) – Victoria, TX

[KRDO](#) – Colorado Springs, CO

[KTEN](#) – Ada, OK

[KTVZ](#) – Bend, OR

[KVIA](#) – El Paso, TX

[KIFI](#) – Idaho Falls, ID

[WRCB](#) – Chattanooga, TN

[KMIZ](#) – Columbia, MO

[Newsbreak](#) – National

Plus recent interviews with local news in Seattle, Dallas/Fort Worth, Las Vegas, Atlanta and Virginia Beach/Hampton Roads!

What can you do?



Renewing New Members from 2025 is critical

- 1st year members have a lower renewal rate than renewing members – we need as many renewed as possible

Jan expires will drop in April – we need more to renew

- 63% renewed so far
- **91 need to renew in New York!**

Designate a Call Team



Call or Email to invite new members to meetings

- If they can't come, ask why not – maybe they want to get involved in another way

Call members that aren't attending meetings and invite prospects too

- Consider a hybrid or virtual meeting option to allow more inclusivity at meetings
- Make sure your chapter meeting location information is up to date on www.narfe.org/chapters

Call Lapsing members

- HQ is mailing and emailing to members in their renewal cycle – a phone call is a proven method of outreach for member retention

Ways to Save



- **NARFE Perks**
 - Save on national brands for travel, leisure, insurance and more – visit <https://www.narfe.org/narfe-perks-for-members/> (Click on **For Members/NARFE Perks for Members** from the homepage)
- **Renew for 2 or 3 years**
 - Upon renewing select the two- or three-year renewal rate for multi-year savings!
 - Email memberrecords@narfe.org to ask a staff member to update your next renewal amount
- **AutoPay**
 - Login and sign up today—you'll never need to remember to renew again
- **Dues Withholding**
 - For annuitant members only, have membership dues withheld from your monthly annuity distribution

Don't forget – Community is Key



Free first year chapter dues!

- Receive first year chapter dues free if you are new or haven't been a member in over a year
- Visit www.narfe.org/chapters to view all the available active chapters or email memberrecords@narfe.org and ask to be added to your closest chapter

FEDHub - <https://fedhub.narfe.org>

- The only online community for the federal community
- Share comments, seek advice and feedback from other members



Join the Membership Recruitment and Retention Community

- Post what is working and what isn't
- Gain insights from others working on recruitment and retention in other NARFE Federations and Chapters
- Receive periodic HQ updates – if I have something to share I will post it in this community

Recruitment con't



Matching Funds have increased for 2026!

- Event Exhibiting or Sponsorships
- Digital Marketing through Street Level Studio
- Open Houses for Non members
- Advertising for Health Fairs
 - Encourage joint health fairs with other chapters near you

Be rewarded for recruiting!

- **January-August**
 - Recruiter receives **\$8** for any new active federal employee enrollment

Chapter Visibility in the Community



Promote your activities!

- Post meeting location and dates in local event listings
- Exhibit at community events, buy a banner at the high school or an ad in the theater program

The more visible NARFE is in the community, the more others will want to be a part of it.

Street Level ads available



Visit Member Quick Links – lots of new resources!

- LookBook
- Ads to download
- Posters and Yard Signs
- Open House and Ambassador Guide Books

Plus take advantage of a new M-2 electronic form and never mail back a stack of M-2 cards to HQ again



New Webinars for Officers!

- View Office Hours for Officers On-Demand: www.narfe.org/webinars
- Topics include:
 - Succession Planning (April 9, 2026)
 - Officer Basics (September 25, 2025)
 - More to come in 2026!

Meet NARFE's Member Engagement Team



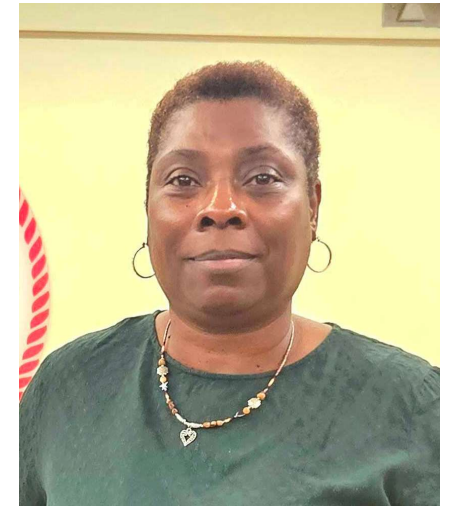
Nora MacDonald
*Senior Director,
Member Engagement*



Sandra Lawing
*Director,
Chapter Relations*



Natcole Reid-McCorkle
*Senior Manager,
Membership Data*



Denise Curry
*Membership Data
Lead*

Meet NARFE's Member Engagement Team



Angela Gallman
*Member Engagement
Coordinator*



D'Juna Washington
*Member Engagement
Representative*



Skylar Jones
*Member Engagement
Representative*

How to Contact?



Contact the Member Engagement Team

- Renew
- Update Your Information
- Any questions about your membership
- Call 800-456-8410 x1 or email memberrecords@narfe.org

Contact Sandra Lawing, Director of Chapter Relations

- Officer questions, contact slawing@narfe.org

The Future is Bright!





In 2025 NARFE experienced its best year since 1999!

We look forward to staying the course and adding new recruitment opportunities in 2026.

Thank you!

**Nora MacDonald
nmacdonald@narfe.org**