



STREET LEVEL STUDIO

# MARCH NARFE FLORIDA MEETING PRESENTATION

03.25.2026

# Marketing Framework



# Agenda

**SLS OPEN SEASON AND Q1 RECAP**

**BRG OPEN SEASON AND Q1 RECAP**

**UPDATES ON FEDERATIONS**

**A LOOK AHEAD**

# SLS OPEN SEASON AND Q1 RECAP



# NARFE NATIONAL OPEN SEASON DIGITAL CAMPAIGN RECAP

October 15–December 15, 2025

Purpose	Platform	Impressions	Clicks	Click-through rate / Cost per click	New Members
Consideration	Meta	428,997	26,859	6.26%	198
	Reddit	763,065	3,208	.44%	8
	LinkedIn	23,924	147	0.61%	0
	Google	13,154	815	\$6.93	3
Awareness	Programmatic	1,707,418	1,225	0.14%	5

# NARFE FEDERATION OPEN SEASON RECAP

October 15–December 15, 2025

Federation	Platform	Impressions	Clicks	Click-through rate / Cost per click	NARFE Reported New Members
Illinois (since 10/15)	Meta	308,280	11,875	3.85% \$0.64	31
Rhode Island (since 10/15)	Meta	43,655	1,411	3.23% \$0.71	3
Kentucky and Tennessee (since 10/15)	Meta	227,605	8,417	3.70% \$0.69	29
	Google	2,286	218	\$6.23	
Ohio (since 11/1)	Meta	71,646	1,824	2.55% \$1.02	20
	Google	1,674	2,688	\$6.23	
Texas (since 11/19)	Meta	104,222	1,207	1.16% \$1.24	21
Colorado (since 12/1)	Meta	70,329	909	1.29% \$1.10	14





# FEDERATION PRESIDENTS' MEETINGS

Two quarterly meetings thus far, with the next quarterly meeting scheduled for April 2026.

1. Quarterly meetings
2. Agenda topics set collaboratively by SLS and Frank Impinna, Colorado Federation President and FLAG committee member
3. Attendance averaging 35+
4. Ideate and mindshare from the field
5. Encourage RVPs to attend for more collaboration



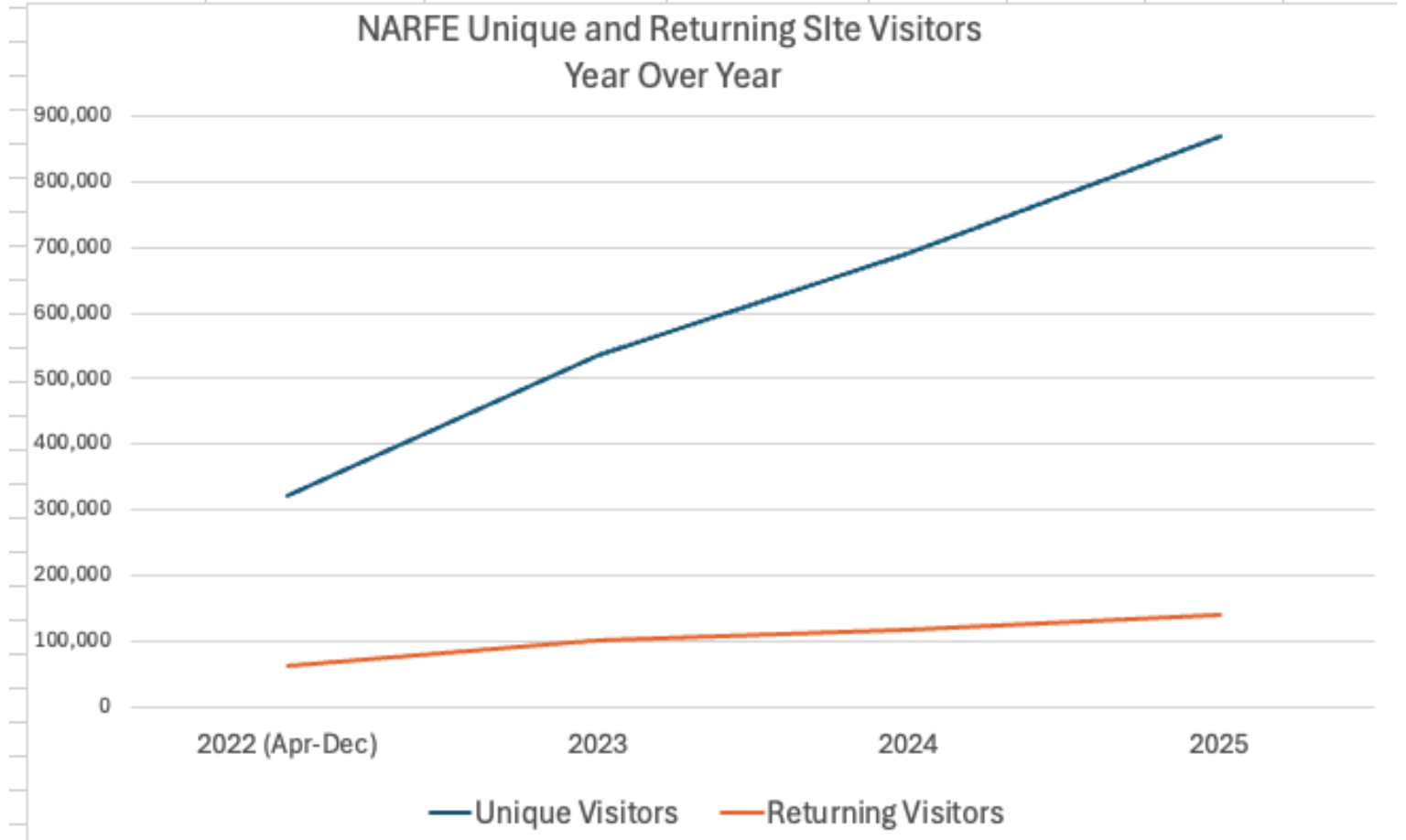
# FEDERATION CONVERSATIONS

SLS has had several conversations with federations regarding nonpaid and paid marketing tactics.

1. Illinois and Ohio have confirmed 2026 Open Season campaign (expanded target locations)
2. Colorado and Wisconsin have confirmed a spring and 2026 Open Season campaign (expanded target locations)
3. Texas, Southwest, New Jersey, Pennsylvania, Delaware, North Carolina and California had discovery conversations for 2026 campaigning
4. Upcoming meeting with Florida is scheduled
5. Focus on paid and nonpaid ideas as well as matching funds

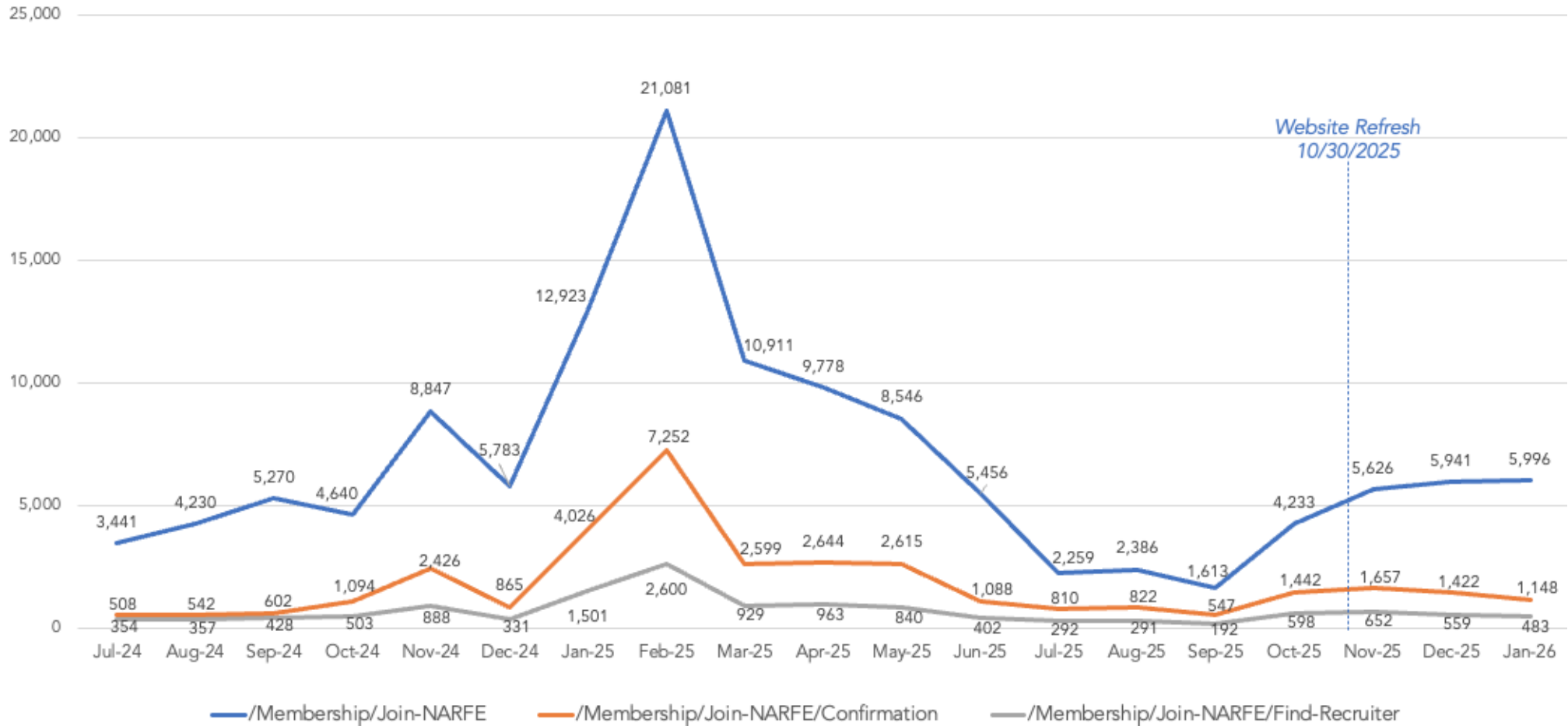
# RECENT STATISTICS

	Unique Visitors	Returning Visitors	New Users				
2022 (Apr-Dec)	321,761	62,682	317,235	<b>GA Data available starting Apr 21 2022</b>			
2023	536,333	100,952	502,473				
2024	691,234	116,069	673,087				
2025	868,817	140,620	812,106				



# RECENT STATISTICS

## NARFE Page Views – Traffic to Membership Pages Monthly



# RECENT STATISTICS

	Region I	Region II	Region III	Region IV	Region V	Region VI	Region VII	Region VIII	Region IX	Region X	No Region	Total Members Per Month	(+/-) Change of Total Members YTD	
January	10,152	21,407	16,098	13,966	11,011	9,685	7,995	12,578	7,723	18,101		324	129,040	740
February	10,180	21,619	16,094	13,922	10,988	9,689	8,065	12,611	7,812	18,340		298	129,618	1,318
March	10,239	21,799	16,152	14,014	11,041	9,728	8,120	12,677	7,913	18,489		307	130,479	2,179
April	10,233	21,827	16,087	13,987	11,039	9,736	8,123	12,689	7,974	18,523		327	130,545	2,245
May	10,242	21,885	16,023	13,961	10,992	9,687	8,113	12,666	7,977	18,569		308	130,423	2,123
June	10,215	21,849	15,914	13,910	10,963	9,641	8,082	12,587	7,965	18,498		304	129,928	1,628
July	10,176	21,794	15,834	13,800	10,905	9,601	8,038	12,537	7,934	18,442		310	129,371	1,071
August	10,139	21,748	15,787	13,791	10,874	9,562	8,055	12,511	7,914	18,423		276	129,080	780
September	10,109	21,661	15,651	13,715	10,835	9,510	8,037	12,443	7,881	18,383		318	128,543	243
October	10,087	21,647	15,612	13,689	10,791	9,483	8,023	12,407	7,872	18,354		384	128,349	49
November	10,125	21,732	15,625	13,703	10,796	9,487	8,041	12,377	7,889	18,420		271	128,466	166
December	10,127	21,707	15,583	13,641	10,768	9,467	8,032	12,332	7,872	18,334		281	128,144	-156
													<b>NET GAIN</b>	<b>12,386</b>

# Q1 UPDATE

## Digital Marketing:

- Google Ads (11 new members)
- Meta Ads (72 new members)
- Reddit Ads (8 new members)
- Programmatic Ads (8 new members)

## Print Advertising and Run of Site Ads:

- Military Families
- Military Times
- American Foreign Services Association
- WAMU (NPR in DMV)
- USA Today

## Email Marketing:

- Email Retargeting (over 10,000 new prospect emails)

## Radio:

WAMU (NPR in DMV)

## E-blasts:

FedWeek  
Gov Exec

## Podcast:

FedUpward



# Q1 UPDATE DETAIL

Platform	Impressions	Clicks	CTR	CPC
Google Ads	25,610	1,360	5.30%	\$4.88
Meta Ads	341,275	14,932	4.28%	\$0.64
Reddit Ads	467,295	2,160	.462%	\$1.92
Programmatic Ads	1,418,460	3,798	0.27%	\$8.50



# BRG OPEN SEASON AND Q1 RECAP

---





# Open Season Results

# Open Season Media Results



**1,598**

**Overall Placements**  
Includes RMT and Original Placements



**85M+**

**Overall Impressions**  
Includes RMT and Original Placements



**24**

**Total Interviews**  
Includes RMT and Original Interviews Secured by BRG



# Open Season Radio Media Tour

On November 3, John Hatton participated in a radio media tour (RMT) to raise awareness of the 2026 Federal Benefits Open Season, offering advice to help federal employees make informed decisions about their benefits.

- Conducted **20** interviews across national and local radio stations
- Generated **861K+** impressions and counting
- Reached markets with high volume of federal workers, including Texas, Florida, Virginia, Illinois, Pennsylvania, and Ohio
- Established NARFE as the go-to source for Open Season guidance for federal employees



▶ John Hatton of #NARFE discusses what federal employees need to know about Open Season ~ #federalemmployees  
November 3, 2025 • 6 mins  
Host Cyrus Webb welcomes John Hatton of NARFE to Conversations LIVE to discuss Open Season for federal employees.





# 2025 Open Season Key Takeaways

- **This year's Open Season Radio Media Tour was consistent with 2024 benchmarks**
  - Surpassed 2024 # of RMT interviews
  - RMT secured approximately 1.6K placements year-over-year
  - 2025 RMT impressions surpassed tour expectations by 2M
- **Results indicate sustained earned media outreach impact during time frame**
  - Consistent # of earned placements and impressions year-over-year
- **Media outreach coincided with the government shutdown, which largely shaped coverage**
  - Demonstrates importance of tying media strategy to news-of-the-day to insert NARFE into the story





# Current Media Snapshot

# Recent Media Outreach

## Current State of the Federal Government



**What's the shutdown impact on federal employees? What is next? 2026 Partial Shutdown**

Set up an introductory call with *The Washington Post* for NARFE member to share perspective on the current landscape for potential article.



# Recent Media Outreach (continued)

## Schedule Policy/Career

CNN interview with John Hatton on the Schedule Policy/Career ruling resulted in **24 placements and 294K impressions**.



**Trump administration plans to reclassify 50,000 federal workers, making them easier to fire**

“A nonpartisan, professional civil service tries to adhere to more objective criteria for making decisions,” Hatton continued.



# Tapping Member Insights: Monthly Pulse Surveys

## January:

**Which of the following concerns you most regarding a potential government shutdown in 2026?**

- 66% say disruptions to government operations and services
- 34% cited loss of income, job security, and overall morale within the federal workforce

## February:

**What do you think the biggest impacts regarding the implementation of Schedule P/C could be?**

- 45% say “It could make it easier for politics or corruption to influence government decisions”
- 26% say “It could reduce fair, nonpartisan fact-based research and advice used to shape public policy”

# A LOOK AHEAD

---



# A LOOK AHEAD

## Join Forces 2.0 & One Voice

Continue to build the Join Forces campaign with  
Join Forces 2.0

Add new ads into the campaign by early March

Commence work on next campaign concept, “One Voice,” to  
coincide with America 250th anniversary celebration

Optimize and analyze digital campaign

Collaborative work with federations ongoing



Still to Come



# What's Next

## Still to Come

### Key 2026 Planning & Milestones

- **Conduct media outreach at key moments in time**
  - Tax Season
  - Military Appreciation Month (May)
  - Public Service Recognition Day and Week (May 3–9)
  - Memorial Day
  - Insurance Awareness Day (June 28)
  - Hire a Veteran Day (July 25)
- **Remain responsive to news of the day**
- **Continue conducting original research using weekly pulse surveys to bolster media efforts**
- **Ongoing thought leadership efforts**
  - Byline on Schedule Policy/Career offering authored by William Shackelford



THANK YOU



STREET LEVEL STUDIO

Tanya Fretheim  
CEO  
tanya@streetlevelstudio.com

Lexie Markarian  
Director of Sales  
lexie@streetlevelstudio.com

Brian Fuller  
Creative Director  
brian@streetlevelstudio.com

Jay Ferrari  
Content Director  
jay@streetlevelstudio.com

Cathy Lindner  
Strategy Director  
catherine@streetlevelstudio.com

streetlevelstudio.com