



Membership Marketing Manual

A How-To Guide for Recruiting NARFE Members

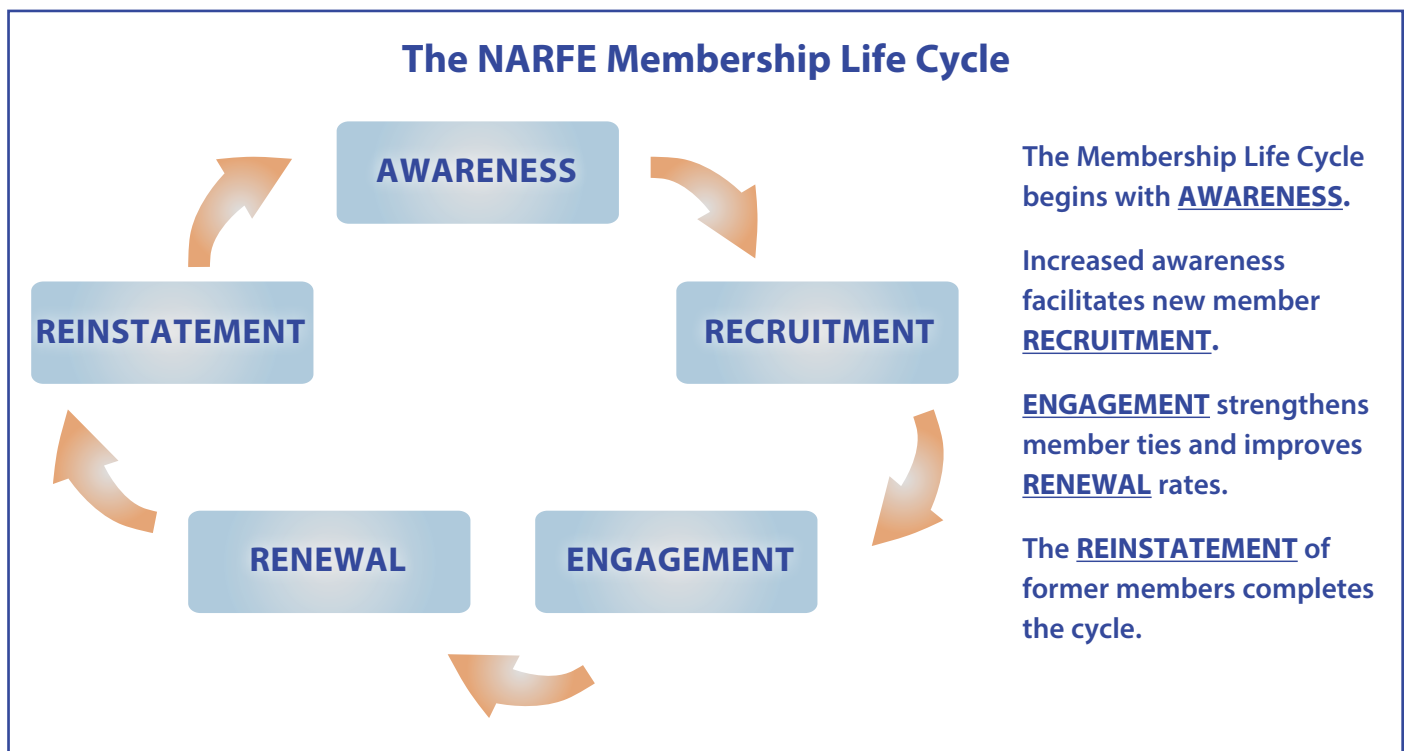
CONTENTS

Getting Started	1
Recruiter Incentives.....	1
Membership Marketing Materials	2
Getting Marketing Materials.....	3
More Resources Online.....	3
Where to Find Prospective Members.....	4
How to Attract and Convert Prospective Members	5
Training Tips for Recruiters.....	5
Suggestions for Tables at Health Fairs and Events	6
Prospect Follow Up	6
NARFE’s National Recruitment and Retention Programs	7
Membership Acquisition – Direct Mail.....	7
Online Lead Generation	7
Prospect Cultivation.....	7
Webinar Invitations.....	7
Face-to-Face Recruiting.....	8
Renewal Efforts	8
More Resources and Insights	8
Appendix	
NARFE Matching Funds Guidelines.....	A-02
Elevator Speech.....	A-07
The Rule of Seven.....	A-08
Overcoming the “No”	A-09
Why Do Members Join?.....	A-10

NARFE members are critical components of the marketing team. Members are in a unique position to connect with eligible potential members in the community and provide a personal perspective that a mailing piece or email outreach cannot.

NARFE Headquarters provides chapters and federations with tools and resources recruiters can use to provide information about NARFE's benefits and services to prospective members. This Membership Marketing Manual offers guidance and best practices that you can apply to your activities to achieve your recruiting and retention goals.

As you explore this guide, you will see where your current efforts as a recruiter fit into the Membership Lifecycle. Recruiting is a step-by-step process that takes persistence and effort. Starting on page 7 of this manual, we have included an outline of NARFE's national recruiting and retention programs so that you can see how efforts at the local level can leverage and expand on our outreach.



GETTING STARTED

Along with this manual, NARFE Headquarters provides many resources to support local membership marketing efforts.

Recruiter Incentives

NARFE rewards members for their recruiting efforts.

From January 1 through August 31 NARFE Headquarters pays recruiters \$8 for each active federal employee (AFE) who joins NARFE as a new member.

From September 1 through December 31: NARFE's Annual Membership Drive. Recruiters are awarded \$10 for ANY new member (AFE, annuitant, spouse, or survivor annuitant) who joins NARFE.

To receive an incentive, the recruiter's membership ID number must be included on the new member application.

Membership Marketing Materials

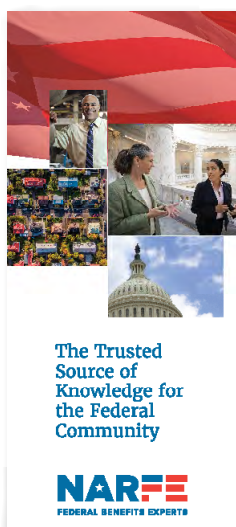
NARFE Membership Brochure and Application (F-135)

Updated regularly, the membership brochure offers a brief-yet-thorough explanation of NARFE’s mission, benefits and reasons to join. It also contains a membership application.

Other Print Material Resources

- “10 Worst Mistakes Federal Employees Can Make” (F-126)
- “10 Worst Mistakes Federal Retirees Can Make” (F-127)
- “Federal Employee Pop Quiz” (F-123)

These three brochures offer hard-to-ignore reasons for Feds to join NARFE. From stories of tragic preretirement errors to eye-opening legislative concerns, having these in your arsenal can help convince many potential members to join.



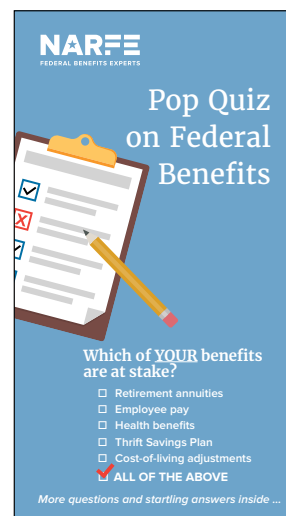
F-135



F-126



F-127



F-123

***NARFE Magazine* NARFE Members’ Top-Rated Resource**

Published 10 times a year, our award-winning *NARFE Magazine* is the best source for the news and information that affects active and retired Feds. It is consistently ranked by members as the number one member benefit, so order a quantity of back issues to distribute to prospective members and show them the valuable information they’ll receive as members.

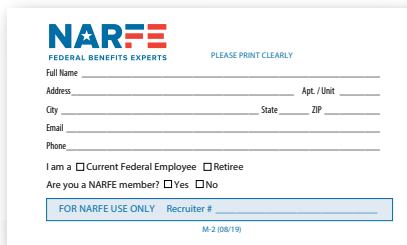


Prospect Information Card (M-2)

A key tool for growing membership at the local level, the “M-2” card helps you collect valuable contact information of prospective members. Contact information is maintained in the NARFE database for easy access by chapter officers.

Webinar Flyers (Federal Benefits Institute)

Every month, NARFE’s Federal Benefits Institute presents live webinars on topics of great interest to the federal community. Members always view webinars for FREE. Non-member registration is \$48.00 and includes a full year of membership. Recorded webinars are available for on-demand viewing for NARFE members online under Federal Benefits Institute.



The M-2 card is a prospect information form. It features the NARFE logo and the text 'FEDERAL BENEFITS EXPERTS PLEASE PRINT CLEARLY'. The form includes fields for Full Name, Address (with Apt./Unit), City, State, ZIP, and Email. Below these fields are checkboxes for 'I am a Current Federal Employee' and 'Retiree', and 'Are you a NARFE member? Yes No'. At the bottom, there is a box for 'FOR NARFE USE ONLY Recruiter #' and a small reference number 'M-2 (08/19)'.

M-2 Card



The F-1 webinar flyer is titled 'NARFE WEBINARS Answers for the Federal Community'. It features a header image of people in a meeting. The main content is organized into sections: 'AVAILABLE NOW!' with bullet points on Pre- and Post-Retirement Planning, Money Management, and Health Benefits; 'Join NARFE to access these resources and more!' with a paragraph about NARFE's services; and 'Who Should Join NARFE?' with a paragraph about financial security. It also includes three small portraits of presenters: Tammy Flanagan, Mark Davis, and James Marshall. The footer contains the NARFE logo and website information.

F-1 Webinar Flyer



The F-2 webinar flyer is titled 'NARFE WEBINARS Answers for the Federal Community'. It features a header image of people in a meeting. The main content is organized into sections: 'Understanding Medicare Advantage Options' with a paragraph about Medicare plans; 'Federal Dental and Vision Insurance: FEDVIP Explained' with a paragraph about FEDVIP benefits; and 'A Q&A session will follow both presentations. Register today for \$48 and get a full year of NARFE membership.' Below this is a table of upcoming presentations: 'NOVEMBER 4 Which FEHB Plan is Right for You?', 'NOVEMBER 18 So Many Choices: Which FEHB Plans Work Best with Medicare A & B', and 'DECEMBER 16 Estate Planning: Strategies for Feds'. It also includes two small portraits of presenters: Tammy Flanagan and Alan Spielman. The footer contains the NARFE logo and website information.

F-2 Webinar Flyer

Getting Marketing Materials

All of the materials above can be ordered online from NARFE Headquarters at NARFE.org. Just mouse over “For Members” on the main menu bar and click on “Officer Resources,” then scroll down and click on “F-18 Requisition for Printed Supplies.” The online orders go directly to the NARFE Membership email box and are confirmed by return email.

More Resources Online

There are many other tools at NARFE.org that members can use to introduce active and retired federal employees to NARFE. Under “Officer Resources,” click on “Membership Officer Resources” and then “NARFE Membership Recruitment Resources” to access tools to help you communicate the value of NARFE membership, including:

- A recruitment email template that incorporates a testimonial
- The NARFE membership brochure with powerful talking points
- An “elevator speech” to help you quickly and effectively explain the benefits of NARFE membership
- The “About NARFE” video if you have an opportunity to make a short introduction to NARFE and want the impact of professional, polished media

- A membership presentation script that covers NARFE’s advocacy efforts and all our key member benefits
- PowerPoint slides provide visuals that sync up with the script and show all the ways NARFE helps members get more out of their federal benefits
- A full-color ad you can download featuring a member testimonial
- Excerpts from *NARFE Magazine* you can download and send to prospects, including the article “Open Season: Worth Another Look” from last October.

If your chapter wishes to personalize an ad with your contact information, contact NARFE’s Membership Development Department (membership@narfe.org) for help.

WHERE TO FIND PROSPECTIVE MEMBERS

Federal Workplaces

Heightened security has made gaining access to federal workplaces more difficult than it once was. We recognize this and know that access is granted only at the local level. To gain access, cultivating relationships with appropriate agency personnel is the key. Facility managers, human resources, and/or benefits officers are the most beneficial contacts. Reaching them may take some creativity.

NARFE members who are currently working or have kept in touch with their former colleagues may be able to help connect your chapter with someone who can make sure your chapter is invited to participate in Open Season Health Fairs, allow you to provide a lunch and learn, or post a flyer for an upcoming webinar or meeting on an employee message board. Many chapters have successfully partnered with one of the local federal health care providers to participate in activities within a federal facility.

Federal Employee Association Meetings/Events

State, regional and local chapters of national federal associations serving federal employees have meetings, conferences and training events. Research the local opportunities to host a recruiting table or provide recruiting materials to attendees. Federal Managers Association (FMA), American Society of Military Comptrollers (ASMA), Blacks in Government (BIG), Federally Employed Women (FEW), National Rural Letter Carriers Association (NRLCA), National Association of Postal Supervisors (NAPS), United Postmasters and Managers of America (UPMA) are a place to start.



Local Events

While less targeted, local fairs and events may provide an opportunity to introduce NARFE to current and retired Feds in your area. Local events are most worthwhile in areas that are near federal employment centers. *Note: NARFE’s Matching Funds program is available to help chapters exhibit at suitable events. Please see the Matching Funds Guidelines in the Appendix.*

One-on-One Conversations (aka “Word-of-Mouth Marketing”)

Members of the federal community can be found anywhere in the world, and the chance of meeting a current or retired Fed—or the spouse of a current or retired Fed—in line at the grocery store, at your church, in other social clubs, at the gym, on a hike, at the doctor’s office, on a plane, train or cruise ship are enormous. Being well-prepared to talk briefly on the mission and benefits of NARFE is the key to introducing potential members to the organization.

Local Publications and Online Bulletin Boards

Many news services have a print and/or online publications. Event listings are generally free. Paid advertising is also available. These are good opportunities for chapters to promote an event or meeting that would be a draw for potential new members.

Public Areas

Post information about upcoming events on public bulletin boards at public libraries, retirement communities, apartment buildings, grocery stores, senior centers, chambers of commerce, and even coffee shops and businesses that are near federal employment centers. Place recent copies of *NARFE Magazine* at the local library, doctor and dentist office, and other waiting areas. Your local library may be interested in obtaining a subscription to *NARFE Magazine*, and complimentary subscriptions may be available. The library should contact NARFE's Communications Department at communications@narfe.org or call 800-456-8410.

HOW TO ATTRACT AND CONVERT PROSPECTIVE MEMBERS

Every member is a potential recruiter. The chapter should provide guidance and training to help recruiters articulate the value of NARFE benefits that are of interest to the prospective member. Training is especially important for members who staff tables at events or are invited to speak at a meeting.

Many successful recruiters have developed an “elevator speech” (see appendix)—a concise description of the value and benefits of the organization—to easily answer the question: “What is NARFE?” These speeches are short, direct and well-rehearsed. The most successful recruiters tailor the information they provide to fit the audience.

NARFE is: Both the Legislative Voice and Information Resource for the Federal Community

Training Tips for Recruiters

1) Read your audience.

The information you share will depend on how much time the potential member has—or wants—to spend with you.

2) Identify their needs and address them.

The interests of the prospect will determine how you steer the conversation. Are they working? Late career? Just retired? Long retired? A spouse?

Remember that the reasons you joined may not be compelling to many of the potential members you meet. Ask leading questions about their concerns and needs so that you can fit the best NARFE benefits to meet those needs.

For example, is the prospective member preparing to retire or looking for guidance during Open Season? You may want to launch into a discussion of NARFE's webinars. Is your prospect deeply concerned about threats to their benefits? Then the strength of NARFE advocacy should be your lead.

3) Be prepared to answer questions.

While you may not have the full webinar schedule memorized or know exactly which legislation affecting Feds is wending its way through Congress at the tip of your tongue, you should know that:

- The NARFE Federal Benefits Institute has a full slate of live and recorded webinars on topics that are of great interest to the federal community: Pre- and post-retirement help, TSP options, FEHB and Medicare options, Open Season decision making, Social Security and Feds, and more. Members can view webinars live or on-demand through the NARFE Webinar Archive.
 - The NARFE Federal Benefits Institute staff of benefits experts are available to personally answer questions about federal benefits for our member by phone and email.
 - *NARFE Magazine* has a wealth of information on benefits AND legislation in every issue. Members have access to past issues online.
 - NARFE's advocacy efforts are driven by a team of registered lobbyists backed by an informed network of grassroots activists in every state and congressional district, as well as a member-supported Political Action Committee (PAC).
- 4) **Have a supply of Membership Brochures (F-135) in your car, purse, computer bag or gym bag to hand out when you run into a potential member.**
 - 5) **Collect contact information from interested prospects at every event you attend. Forward the contact information to the Membership Development staff at NARFE Headquarters so they can quickly be added to the prospect database.**

Suggestions for Tables at Health Fairs and Events

- 1) **NARFE is not a household word.** Displays of banners and tablecloths with the NARFE logo are great but do not demonstrate NARFE's value to passersby.

To attract interest, we recommend investing in professional signage describing the value that NARFE is the "Go-To Resource on Federal Benefits and Legislative Voice for All Feds."

- 2) **Provide relevant material and current magazines.** Keep the table top neat, orderly and uncluttered.
- 3) **Be friendly, informative and brief.**
- 4) **Offer a drawing for a gift card or other low-cost/high value item to attract completion of M-2 cards.** (A prize is most important at events where there are federal workers or retirees.)
- 5) **Attract attention with a video! Enterprising recruiters have brought flat screens to health fairs and run an archived Federal Benefits Institute Webinar at the table.** Or you can simply set up a laptop computer and play a NARFE webinar. (Please get permission from the organizer beforehand if you plan to do this. WiFi and power are needed.)

Prospect Follow Up

People who have given you their contact information trust that you will use it wisely.

As a chapter, you have a unique opportunity to introduce your prospects to the local federal community that is committed to their welfare. Take the opportunity to:

- When there is a hot item in Congress, ask prospects to participate in the Legislative Action Center – this is open to all Feds!
- Send a postcard invitation to your monthly meeting.
- Host a "NARFE Federal Benefits Institute Webinar" showing. Invite prospects to sample the great information that NARFE has to offer.

- Do you have a Facebook page? Invite prospects on your list to “Like” and “Share” your page. Social Media is a great way to keep in touch with prospects and members. More information on Social Media is available in the “Public Relations Handbook” (FH-9).
- Your chapter newsletter can be a good recruitment and retention tool.

NOTE: Prospective members in the NARFE database are assigned to chapters by ZIP Code and can be accessed through the OAM. See the Appendix for detailed instructions.

NARFE’S NATIONAL RECRUITMENT AND RETENTION PROGRAMS

NARFE’s Membership Development team at headquarters is responsible for much of the high-volume activity around acquiring prospects; converting prospects to membership; and engaging, retaining and renewing members.

It may be helpful to understand the scope and depth of national acquisition and retention efforts that are developed and executed throughout the year to grow membership, expand our prospect list and retain our members.

Membership Acquisition – Direct Mail

Four times a year the Membership Development team sends targeted mailings to 75,000-plus prospective members. This entails:

- **List Development:** Analysis and selection of most productive segments of lapsed (former) members and prospects that are maintained in NARFE’s database.
- **Message and Package Development:** In each mailing, NARFE will test messaging, creative and package designs. In-depth response analysis generates information about the tests by targeted list segments. For example, a current federal employee, recent retiree and a lapsed NARFE member are each likely to respond best to different messages. The purpose of continuous testing is to find the most productive language and creative for future mailings and to apply incremental wins as we learn from the tests.

Online Lead Generation

NARFE maintains a robust online advertising campaign promoting articles and information of interest to the federal community. This is a “Contact for Content” strategy. For people interested in the content to get an article, they must provide their full contact information with a valid email address via an online form. NARFE then sends a link to a pdf download to their email address.

Prospect Cultivation

Prospects from our online lead generation program and those prospects provided to NARFE Headquarters from chapter activities are entered into the database and receive a letter with information about NARFE.

Leads that include an email address are entered into the email cultivation series. Prospects with email addresses also receive *NARFE NewsLine* as well as email invitations to register for upcoming NARFE Federal Benefit Institute webinars.

Prospects are included in new member acquisition mailings.

Webinar Invitations

One of our most effective new member acquisition efforts involves emailing webinar invitations to prospects from the database and to lists of subscribers to federal e-publications which NARFE accesses

through a marketing service. These email invitations are responsible for many new member webinar registrations. A one-year membership is included in the webinar registration fee. Webinar invitations are also sent to all current members with an email address. Many members register for the webinars from the emails. The webinars are a valuable retention tool, and our ability to deliver information to our members via email is critical to our success with this program.

Face-to-Face Recruiting

Just as NARFE chapters have tables and booths at local events and federal health fairs, NARFE's Recruiting and Retention staff are in the field as well. Our staff represents NARFE at many national federal government and postal employee meetings and conventions. During the busy open season, headquarters recruiting and retention staff man tables at many health fairs held at federal offices within the Washington, D.C. metropolitan area.

Renewal Efforts

Every month, the Recruitment and Retention Department reaches out by mail and email to members who are approaching or past their membership expiration date.

Efforts include:

- Three email notices: Two prior to expiration, one shortly after expiration
- Three mailed notices: Two prior to expiration and one 30 days after expiration, during their grace period (all members who have not paid by their expiration date enter a 90-day grace period during which their membership is kept active)
- One *NARFE Magazine* cover wrap on the final issue they receive about the time their membership is dropped for nonpay (essentially acts as a fourth notice)

Note: Life Members and "National Only" dues withholding members receive two mail notices for their chapter dues.

MORE RESOURCES AND INSIGHTS

These resources are just the tip of the iceberg, but are a good place to start reading up on the many opportunities to promote NARFE and membership in their local area.

- The Membership Marketing Blog <http://membershipmarketing.blogspot.com>
Written by one of the best in the membership marketing industry, Tony Rossell, his blog provides a wealth of information on membership marketing.
- Marketing General, Inc. Blog <http://www.marketinggeneral.com/blog>
A niche marketing agency for membership associations, Marketing General, Inc., offers insights on membership and event marketing that are built on decades of experience.
- Wild Apricot <https://www.wildapricot.com/blogs/newsblog>
A membership management software provider with good blog, webinars, other tools geared to small organizations.

APPENDIX

NARFE Matching Funds Guidelines.....	A-02
Elevator Speech.....	A-07
The Rule of Seven.....	A-08
Overcoming the “No”.....	A-09
Why Do Members Join?.....	A-10



NARFE Matching Funds Program Guidelines

NARFE's Matching Funds Program supports projects by federations and chapters for the express purpose of:

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

The program provides a financial match of **up to fifty percent** of the direct costs for approved projects. Pre-approval is required and funds will be distributed upon the submission of a final report which will include an assessment of the project, receipts, and M-2 cards if applicable. Funds are limited to those available in the annual budget. When funds are depleted no more applications will be accepted until the next budget year.

Projects that qualify for consideration include:

- Advertising in local newspapers/online media or other relevant local opportunities such as military base newspapers and newsletters. (Multiple placements with guidance from Headquarters Marketing and design staff.)
- Booths or tables at local meetings or conventions of federal employee associations and organizations.
- Participation in local events such as fairs/festivals/rallies that will attract the federal community.

NARFE Matching Funds will be considered for:

- Event registration fees
- Event sponsorship (limited to those that provide a significant level of promotion, to be determined)
- Online or print advertising for NARFE and/or event
- Pre-approved prizes for drawings.
- Pre-approved travel, lodging, parking and meals for federal employee association meetings/conventions where local support is not available.

NARFE Matching Funds will not apply to:

- Give-away items
- Travel, lodging, parking, and meals for events other than federal employee association meetings/conventions where local support is not available.
- Any events that occurred prior to the request for funds.

Note: If a chapter or federation submits a request for an event or sponsorship for which they have received approval in the past, the results and outcomes of previous efforts will be taken into consideration in the approval process.



How to Apply

- 1) Complete and submit the “Request for Matching Funds” to your federation for approval.
- 2) Email or mail the completed form and supporting materials as directed.
- 3) Submissions must reach NARFE Headquarters no less than 30 days prior to any deadlines for the event or for advertising materials.

Matching Funds Request Form

Chapter of Federation Contact _____ Date Submitted _____
 Name _____ Event/Ad Deadline _____
 Email _____
 Daytime Phone _____
 Chapter # _____ Federation Approval _____

We are requesting Matching Funds for (Check all that apply)

- Exhibit at Event (complete page 3)
- Sponsorship (complete page 4)
- Advertising (complete page 5)

Complete the necessary page(s) and submit with supporting documents to:

Mail to:

NARFE Headquarters
 Dave Bowman, Sr. Director, Membership Development
 606 N. Washington St.
 Alexandria, VA 22314

Email: dbowman@narfe.org

Questions? Please email dbowman@narfe.org or call 571-483-1274.



MATCHING FUNDS

Event Request

Event Name _____ Date of Event _____

Event Organizer _____ Estimated Cost _____

Projected Attendance _____ Funds Requested _____

/ /Link to event website or include a exhibitor kit/prospectus

/ /This is the first time we have participated in this event

What are your goals for this event?

How will you achieve them?

What supplies or support from Headquarters are required to meet your goals?



MATCHING FUNDS

Sponsorship Request

(If related to exhibit event, please advise.)

Sponsorship Opportunity _____ Date of Event _____

Event Organizer _____ Estimated Cost _____

Projected Audience _____ Funds Requested _____

/ /Link to sponsor website or include the prospectus

/ /This is the first time we have sponsored this event

What promotional opportunities will NARFE receive as a sponsor of this event?

What are your goals for sponsoring this event?

How will you achieve them?

What supplies or support from Headquarters are required to meet your goals?



MATCHING FUNDS
Advertising Request

Publication/Site Name _____

Campaign Start Date _____ Campaign End Date _____

Projected Audience _____

Estimated Cost _____ Funds Requested _____

/ /Link to publication advertising website or include advertising prospectus

/ /This is the first time we have advertised in this publication or site

NOTE: Advertising campaigns require copy and design from headquarters staff and possibly support from IT to help track response.

What are your goals for this campaign

What is the primary message for your advertising campaign?

Where will you direct response to the message?

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.

The best speech should be tailored to your audience, and will focus on answering four key questions:

- What is NARFE?
- What does NARFE do?
- What benefits do I receive as a NARFE member?
- What is the value of NARFE membership?

Use these points to communicate the value of NARFE membership to prospective members

What is NARFE?

NARFE is the National Active and Retired Federal Employees Association. It is the only organization *solely* dedicated to protecting and preserving the pay and benefits of all federal workers and retirees.

NARFE has two primary roles:

- **Your Legislative Voice.** In-house, influential lobbyists advocate on Capitol Hill on behalf of the federal community.
- **Your Information Resource.** NARFE provides clear information and trusted guidance on complex federal benefits issues.

As a member of NARFE, you receive:

- *NARFE Magazine* and our weekly e-news brief, *NewsLine*—your best sources for the latest news and information on issues that affect federal employees and retirees
- Access to a team of federal benefits specialists for answers to complex benefits questions
- Exclusive access to webinars and online resources to help you take full advantage of your federal benefits
- Legislative alerts on issues that impact the federal community. NARFE's online Legislative Action Center gives you easy access to your member of Congress
- Member-only discounts through our [NARFE Perks](#) program on many products and services that you use regularly
- NARFE members are eligible for disaster relief grants, and family members may qualify to compete for college scholarships

“Why Should I Join?”

As a NARFE member, you'll have access to resources and information that can help you save money, maximize the return from your financial plans, and ultimately get the most out of all your federal benefits. NARFE experts answer your complex pay and benefit questions, NARFE Perks partners give you discounts on important services you need, and we work tirelessly to protect your earned pay and benefits and to support the federal community.

F-20 (0920)

THE RULE OF SEVEN AND HOW IT RELATES TO NARFE CHAPTERS

Recruiting new members should be simple, right? Surely, most of our members can find among their many connections one person who is like-minded and interested enough in the organization to join. The truth is, recruiting is a challenge. Cultivating members takes time and perseverance – and not everyone is comfortable with that task. However, all of our members can contribute to the membership process by sowing seeds. Marketing expert Jeffery Lant is known in marketing/sales circles for the “Rule of Seven,” which suggests that it takes a minimum of seven touches of a marketing message in order for someone to make a decision. There is wiggle room both up and down in this “rule,” but the takeaway for us is that convincing someone to join NARFE is not a “one and done” effort.

With that in mind, members are our best marketing tools. They can provide many of the touches that eventually can turn a prospect into a member.

- Conversations are a touch. We all have a story to tell. “I joined NARFE because....” is a personal testimonial to the value of the organization.
- Copies are a touch. Share articles from *NARFE Magazine* with your friends. “I thought you’d find this interesting. I belong to NARFE and find the magazine invaluable.”
- News is a touch. “Did you know that NARFE got Congress to back down on XYZ? Without NARFE’s intervention, we would be (paying more, taking home less, etc...).
- Email is a touch. Forward a meeting announcement. “Thought you might be interested in our speaker this month. Can you join us?”
- Social media is a touch. Anyone active in social media can post, share, like or tweet messages about meetings, important legislation, interesting articles or even personal “why I am a member of NARFE” messages. Prospects also see online advertising and direct mail pieces from the national office. These efforts are all the more powerful when supported by ongoing support from the membership. “Oh yes, NARFE. I heard about them from (your name here).” Raising awareness by regularly reminding prospects of NARFE’s value, touting NARFE’s accomplishments and demonstrating pride in the organization will go a long way toward helping a prospective member make the decision – when the time is right for them – to join.

— *By Monica Williams, Former Deputy Director, Membership Marketing*

OVERCOMING THE "NO"

"It's too much money."

Response: "Here's how NARFE saves you money..."

"I don't have time."

Response: "Surely you have enough time to click a button online to send a letter to your senator or representative..."

"We're cutting back."

Response: "Don't let them cut back on your existing benefits..."

"Maybe later."

Response: "Maybe later might be too late..."

"I'm already a member of another association."

Response: "Does that association do what NARFE does?"

"I just don't see the benefit for me."

Response: "Here's how NARFE will benefit you. With your membership, NARFE can lobby effectively to protect your earned retirement benefits."

"I get the benefits whether I join or not."

Response: "Don't just ride on the efforts of those who work hard...join in the fight! Every member counts and NARFE will only be stronger with you in it!"

"Someone else here is already a member."

Response: "Good! Now, add yourself to the membership pool, and NARFE is one member stronger in its advocacy..."

"I was a member before and didn't get anything out of it."

Response: "I'm sorry you feel this way but here's how NARFE protected you while you were a member..."

"I need to ask someone else."

Response: "Someone else couldn't tell you how important your federal retirement benefits are to you. How important are they to you?"

— *Adapted from a worksheet presented at the 2011 ASAE MM&C Conference by Donna Oliver, Affiliate Services Consultant, National Association of Home Builders (NAHB)*

WHY DO MEMBERS JOIN?

The most common reasons that people give for joining an association are to:

- Receive the association's publications to keep up-to-date.
- Participate in educational opportunities, such as the annual conference, topical meetings, trade show, or training for certification or accreditation.
- Obtain benefits (either unique to a particular association or generic, such as discounts for car rentals or insurance programs).
- Support the association's lobbying or political action efforts.
- Receive a professional designation; increase professional or personal status.
- Access the association's membership directory, job bank or networking events to locate a new job or new clients.
- Support the mission, cause or values of the association.
- Get involved in a leadership capacity to gain status or to contribute to the profession or the industry.
- Please someone else (boss, client, peers).
- Compare the association to another that they're considering joining or already belong to.

— *Adapted from Keeping Members: CEO strategies for 21st Century Success by Arlene Farber Sirkin and Michael P. McDermott.*



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