



NARFE Federation President's Meeting August 10, 2021

Membership Strategy and Initiatives

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Highlights

- Enhance digital marketing & communication efforts
- Create multiple paths for prospects to experience and join NARFE (New websites, partnerships)
- Improve communication with prospects (*NewsLine*)
- Increase member retention (first-year and overall)
- Provide better tools and support for field recruiting at local level
- Target active Feds—offer better, more relevant content



Lead Generation/Acquisition

- Membership marketing e-blasts to Fed publications
 - Promote webinars and select NARFE resources to generate leads and capture contact information
- Ongoing multi-tiered acquisition campaigns
 - Direct mail to prospects and lapsed members
 - Incorporate targeted digital marketing via web and Facebook
- Outreach to other organizations and agencies
 - Participate in events, where possible
 - Partnerships with other organizations in the Fed space
 - Federal Benefits Institute developing agency seminars



Lead Generation/Acquisition

- New NARFE.org
 - Fully accessible to web browsers and search engines
 - Optimized with content and terms our target audience is looking for
 - News & info, educational resources
 - Easy to set up “gateways” for prospects
 - Capture contact info and funnel into prospect list
 - Improved tracking and analytics
 - Better content management strategy based on topics



Organizational Relationships

- Share select NARFE resources in exchange for exposure to key target audiences
 - Partner shares NARFE messaging and brand
 - Attract prospective members and acquire contact info
- Associations
 - NAIJ
 - NOVA
 - FEW
- Events & Publications
 - FDR (Fed Dispute Resolution) Training 2021
 - FedForum



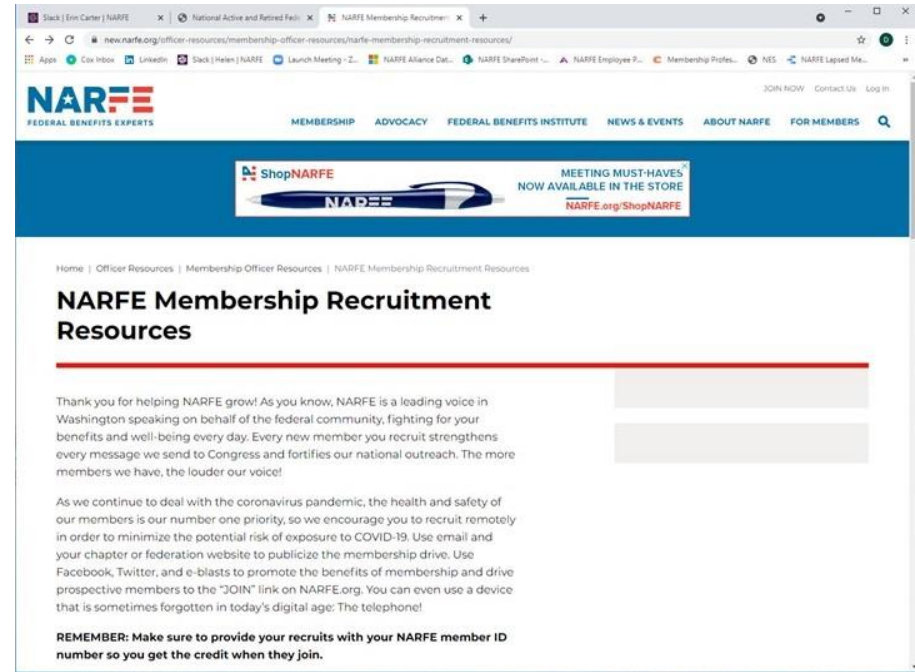
Member Engagement

- Updated renewal/dues notice process
 - Approved by NARFE Membership Committee
 - Tightened up mailing schedule and updated messaging
- Improved first-year communication
 - Highlight key resources and benefits
 - Vary delivery media and message
 - “Check in” with members
- New website
 - Add features to bring members back
 - News feeds, polls, etc.

Local Recruitment/Retention Resources



- NARFE Recruitment Resources page
 - Developed to help members recruit safely during pandemic, but resources are evergreen
 - Will continue to add and update resources
 - Recruitment letter/email template
 - Sample ads
 - Presentation Resources
 - “About NARFE” video (YouTube)
 - Membership presentation script
 - Membership PowerPoint slide deck
- NARFE Recruitment/Retention Team
 - Printed materials, flyers, magazines
 - rr@narfe.org



Local Recruitment/Retention Ideas



Personal Connections

- Fall Membership Drive
 - Membership Committee recommended, and NEB approved, re-authorization of this campaign
 - Approximately 500 members/year recruited
- Colleagues still active in federal workforce
 - Drop *NARFE* mags/flyers in common areas at their agencies
 - Meeting presentations (virtual or in-person)
 - Health insurance reps, union meetings
- Hold joint events with relevant local groups
 - Local senior centers
 - Other Fed retiree organizations
 - Invite experts, legislative reps, etc., to speak

Local Recruitment/Retention Ideas



Brand Awareness

- Advertise in local publications that reach active Feds
 - Wright-Patterson AFB, Ohio—*Skywrighter*
 - HQ will design them for you



Not Even COVID-19 Can Keep Us from Fighting for Feds

The NARFE team is still hard at work during this crisis.

- Successfully lobbied to suspend RMDs on TSP accounts
- Keeping you current on guidance from OPM
- Monitoring future relief/stimulus legislation

Help us continue the fight.

JOIN TODAY AT NARFE.org!



Connect with NARFE's Miami Valley Chapter at www.NARFE.org/1927



NARFE's Local Presence

- Promote chapter membership in all renewal and acquisition mailings
 - A chance to get involved and meet other members in your area
 - New opportunity to connect online
- Chapter Spotlight - NEW
 - New website chapter section
 - Sidebar callout and dedicated page for chapter photos and news

Federation/Chapter Spotlight



Contact

[MEMBERSHIP](#) [ADVOCACY](#) [FEDERAL BENEFITS INSTITUTE](#) [NEWS & EVENTS](#) [ABOUT NARFE](#) [FOR MEMBERS](#)

NARFE Chapters

A NARFE Chapter is your local connection to NARFE. With more than 800 chapters located across the country, as well as in Puerto Rico, the Virgin Islands, and Panama, there's often a chapter close to home wherever you are. These local representatives of NARFE offer a host of benefits and opportunities for their members. Join a local chapter to:

- **Make Yourself Heard.** NARFE chapters provide critical grassroots support for NARFE's national legislative agenda. Your benefits are under attack and NARFE is in the fight to preserve them. Chapter members let their legislators know what's on their minds and open doors for NARFE's legislative team in Washington, D.C.
- **Stay Informed.** In addition to the rich communications from Headquarters, chapter newsletters, websites and meetings expand on the local and state issues affecting the federal community. Every NARFE chapter is unique, offering speakers and activities that meet the interests of its members.
- **Find Community.** NARFE chapters unite federal employees, retirees, their spouses, and surviving spouses and provide an opportunity to connect with fellow Feds, get involved in leadership and governance, and develop close and lasting friendships.

Interested in checking out a chapter near you? Try our new [Find a Chapter](#) tool.

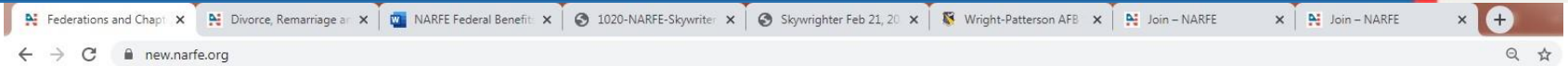


Federation/Chapter Spotlight

The Arizona Federation attended a veterans health care forum hosted by Brain Injury Alliance of Arizona.

How to Submit a Chapter or Federation Spotlight Photo

Federation/Chapter Spotlight



- MEMBERSHIP
- ADVOCACY
- FEDERAL BENEFITS INSTITUTE
- NEWS & EVENTS
- ABOUT NARFE
- FOR MEME

Home | Federations and Chapters

Federations and Chapters



Chapter 242 (Sarasota) Alzheimer's Walk Success

Clara Schaefer, 2020 Walk to End Alzheimer's Chair for NARFE Chapter 242 (Sarasota, FL), and Chapter President Bill Vander Heyden, celebrate the end of their Walk and surpass their goal of \$1,000.



Active Employee Member Survey



- Find out what active Fed members want from NARFE
 - Incorporate into membership marketing communications
- “Why did you join NARFE?”
 1. Learn to get the most out of my federal benefits
 2. Support NARFE’s advocacy efforts
 3. Nearing retirement—want to learn about the process
 4. Learn to incorporate my fed benefits into an effective financial plan
 5. Connect with retired federal employees; learn more about retirement benefits and post-retirement opportunities

Active Employee Member Survey



- “Which member resources do you find most valuable?”
 1. *NARFE Magazine*
 2. Federal benefits articles and white papers
 3. Federal benefits webinars
 4. Personalized answers to benefits questions
 5. NARFE Perks discount programs
- Members want info and programs that help them manage their benefits to get more out of them
 - Get more \$, save on insurance and taxes, save time!

Coming soon: FEDHub!



NARFE Online Member Community

- Supported by NARFE Committees/Approved by NEB
- Engage and connect members
 - Topic-specific online discussions (communities) where members can share ideas and solutions
- Help federations and chapters connect
 - Give chapters more visibility with chapter communities
- Attract prospective members
 - Visitors can view certain discussions after providing their info
 - System can automatically target visitors with follow-up emails
- Deliver NARFE content and promote programs
- Generate non-dues revenue



Other ways we can improve recruitment/retention at the national, federation, and chapter levels?

- Successful campaigns you've seen implemented locally or nationally, either at NARFE or in other organizations
- Publications or organizations you're aware of where we might find synergy, or at least be able to mine for lead data
- Ideas on how to get NARFE message inside agencies

Thank you!