

# **NARFE CHAPTER 1192 SPECIAL MEMBERSHIP/RECRUITMENT EXECUTIVE BOARD MEETING MINUTES June 26, 2013**

President Don Binder called the meeting to order at 11:40 a.m., Tri-City Country Club, Kennewick, Wash. Besides Don, board members present were: Lorie Bennett, Mary Binder, Johanna Caylor, Nancy Crosby, Bill Darke, Frank and Pam Griffin, Sig Preston. Members absent: Carl Gallion, Mable Rutt, Larry Williams. The overall purpose for this meeting was to review current PR and outreach activities, specifically as they pertain to membership.

**Chapter 1192 Outreach Action Plan, May 1, 2013** The Board reviewed the plan. Following are highlights of proposed changes. Also, PR Chairman Mary Binder will prepare an updated plan for discussion at the August Board meeting. [Note: Item references in parentheses refer to specific Outreach Action Plan section line items.]

- Cost/benefit ratio for *Senior Pages* ads was not there (Item 1.); delete for 2014.
- Don will ask Larry Williams to develop a chapter mentor/sponsor program for new chapter members (Item 2.h.)
- Add a reference to using reminder cards (Item 2.i.) for pursuing non-renewals, lapsing members. Also, the postage is 100% reimbursable from the federation.
- Change "\$300/20 dues withhold awards x \$15/each" to "\$200/20 dues withhold awards x \$10/each." Note: The \$10 is reimbursable from the federation; the chapter will contribute \$5. (Item 2.j.)
- Larry and Mary – work on a timeline of annual NARFE and Chapter 1192 activities (Item 6.) to better target activities.
- Review NARFE's March 7, 2013 marketing plan as it pertains to developing and maintaining packets (Item 7.) with a focus on the 3 items NARFE now recommends using for recruiting prospects.
- For Summary of Estimated Costs, Mary and Nancy will work to develop a more detailed breakout, especially for the "Other" category.
- Add a statement to the plan reflecting that it is a plan and subject to change, etc.

## **Service Office Membership Activities**

- Nancy is sending out renewal postcards to dropped/lapsing members.
- Lorie will review having SO volunteers make calls to dropped/lapsing members and provide a report at the August 22 board meeting.

## **Other Membership Activities/Suggestions**

- Include NARFE applications with holiday cards to current or retired federal employees on your holiday card list.
- Those signing up for membership/paying at the summer or fall health fairs will be entered into a drawing for a 1-year free membership; the drawing will be after the fall fairs. They'll also receive a NARFE mug.
- Consider having a drawing for those completing the M-2 prospect card; consider offering a free lunch. Board decided to put all the M-2 cards from both health fairs into a drawing for a free membership, along with the names of anyone who joined at the health fairs. The Board also discussed inviting the individuals who provided contact information at the Senior Life Show to a meeting as the Chapter's guest.
- Follow up with calls to those completing the M-2 card (as an addition to what NARFE is doing).

- Screen M-2 cards before sending them to NARFE to try to ensure the prospects are eligible for NARFE membership.

**Mid-Year Health Fairs, July 10/11**

- There are extra June and July *narfe* magazines for the fairs.
- The board discussed the overall schedule and support.

**NARFE's "M + R Monthly Reports"** Tabled at this meeting; add to August board meeting agenda.

**Next Executive Board meeting:** Thursday, August 22, 10:30 a.m., T-C Country Club

**Meeting Adjourned:** 2 p.m.

**Prepared by:**

*Mary Alice Binder*  
*Secretary*