

CALIFORNIA STATE FEDERATION 2020 TRAINING

SEPTEMBER 23, 2020 ZOOM TRAINING

- **MEMBERSHIP, INCENTIVES, RECRUITMENT, AND RETENTION**
 - **NATIONAL INCENTIVES AND INVOLVEMENTS**
 - **PARTICIPATION**
 - **SHARING INFO BETWEEN CHAPTERS**
 - **NEW IDEAS**

CSF MEMBERSHIP

64 Chapters

7641 Chapter Members

6148 National Only Members

13789 Combined total CSF Members

INCENTIVES

- **Super Recruiter Pins:** Members who recruit two (2), or more, new NARFE members will receive a unique California Federation Super Recruiter pin in recognition of their recruiting efforts.
- **Recruitment Cash Awards:** Any member who recruits a new member(s) will receive a \$10 recruitment incentive check from the Federation for each new member recruited. All members who recruit ten (10), or more, new NARFE members during the two-year period between CSF conventions will receive a check for \$75. The two-year period will be from April 1st of a convention year to March 30 of next CSF convention cycle.
- **Dues Withholding Rebates:** Any annuitant who signs up for dues withholding will receive a check for \$15.00. Any spouse who signs up for dues withholding will receive a check for \$5.00.
- **Dues Withholding Raffle:** All CSF Chapter Members, who are on Dues Withholding, will have their names placed in an annual drawing to have one name drawn and receive \$250.00 cash prize.

RECRUITMENT

- **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. Use your Service Officer and it's ok to say: "I don't know but I will check for you."

What Are Your Ideas for Recruitment?

- Salinas Chapter 1496
- San Francisco Chapter 65
- Yoggi Riley Chapter 61
- What about your chapter?

Retention Dues Withholding

- Benefits to Dues Withholding
- Protects the continued membership by always having dues from member.
- Eliminates extra hours trying to get member to renew every year.
- Eliminates handling, calling, and postage for mailings to have member renew.
- \$250.00 Raffle award to a chapter member on DW drawn at Biennial CSF Convention.
- Dues Withholding Form See Attached Document
- Ideas from chapters. IE: Chapter 190, Chapter 21

National Incentives

- Recruitment Incentive \$8.00 to any member that recruits a new member throughout the months January through August ever year
- Special Recruitment period September through December every year pays \$10.00 to any member that recruits a new member. See attached sheet for more categories of winners,
- Special Recognition at National Conference to top recruiters throughout the nation

NATIONAL INCENTIVES

Scholarship contest every year to NARFE family member.

2020 winner NOAH STIEGLER, son of Chapter 40 Oakland CA member Barbara Gross



YOUR PARTICIPATION

- Share info from monthly magazine at meetings.
- Take advantage of webinars from national
- Share incentives in local newsletters
- Invite members to assist in conducting the meeting by sharing info
- Have contests at local level
- Plan guest speakers to make meetings more informative.

New Ideas and Thoughts

Establish a Neighbor Chapter Program. Reach out to neighboring chapters and become partners

- Invite Sister chapters to attend your meetings to share thoughts and ideas on conducting successful meetings
- Share information such as newsletters by email
- Have joint activities.
- Let's not hear about a neighboring chapters that will close because of lack of leadership, activities, or interest in the worth of NARFE

What Are Your Ideas to Survive

