

California Federation Training

June 2018

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The Importance of Chapters

- Community
- Advocacy
 - National
 - State
- Local engagement
- A unique, member-driven experience



The Importance of Chapters

Chapters offer a unique opportunity to learn, advocate and participate with fellow civil servants



Recruitment by Chapters

Local recruiters are in a position to engage with potential members – matching NARFE member benefits with an individual's needs



Recruitment by Chapters

Successful recruiters use prospect-driven pitches

- Federal benefits
- Advocacy



Recruitment by Chapters

Successful recruiters find members:

- Health fairs
- Colleagues of currently employed members
- Federal buildings (access through cultivated local relationships)
- Working the prospect file
- Special chapter meetings



Recruitment Tools are Available



- Member recruitment
- Recruiter posters
- Tips, tools and templates



Recruitment Tools are Available

Federal Benefit Questions? NARFE Answered Mine!

The National Active and Retired Federal Employees Association unravels complex federal benefits and helps members get the most out of their retirement and protect their families.







National Active and Retired Federal Employees Association

NARFE works with you to:

- Protect Your Farned Renefits
- Ensure a Safe and Secure Retirement
- ✓ Guarantee Answers to Questions on Retirement and Benefits

Learn more at www.narfe.org or call 800-627-3394

Local Contact:	Local NARFE Chapter Meets:
Phone:	Day and Time:
Email:	Locations



Join NARFE Today!

National Active and Retired Federal Employees Association

Feds! We Safeguard:

- Federal employee health benefits
- Retirement benefits
- Compensation for federal workers and annuitants



NARFE WEBINARS

Answers for the Federal Community







AVAILABLE NOW!

Pre- and Post-Retirement Planning

- · What's Your Best Retirement Date?
- · Speeding the Retirement Journey
- · Social Security Made Simple

Financial Planning

- Estate Planning
- · TSP: Love It or Leave It
- · Exploring TSP Withdrawal Options

Health Benefits

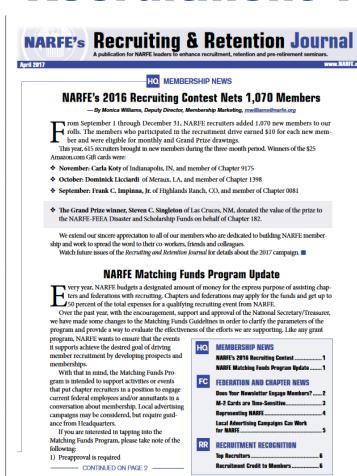
- Alphabet Soup of Health Plans
- FEHBP and Medicare

Join NARFE to access these resources and more!





Recruitment Tools are Available



Quarterly Journal

Archived issues available online



Chapter Member Retention

- Deliver value
- Provide a positive experience
- Evolve with your members
- Maintain an online presence
- Vary your meeting time as necessary
- Canvass your membership



Chapter Leader Development

- Simplify fewer positions / fewer volunteers needed
- Start small increasing asks with time
- Share roles and responsibilities
- Document expectations
- Provide a positive experience
- Ask



Chapter Leader Development

Understand volunteer motivation

Use special knowledge /skill	Be recognized / acquire status
Give life purpose	Feel useful and needed
Help others	Develop new skills
Enjoyment	Gain competencies
Reduce loneliness or boredom	

Reward and praise



- Lead generation: building prospect file
- Prospect cultivation: engaging prospect and converting to member
- Acquisition: direct joins







New prospects are acquired via online advertising:

- Free NARFE guides to retirement, benefits, etc.
- To get the offer, prospects must enter contact information.

NARFE: The National Active and Retired Federal Employees Association - the only organization dedicated to protecting and preserving your federal benefits.

Download

DISCOVERNARFE.ORG

Federal Benefits Guide

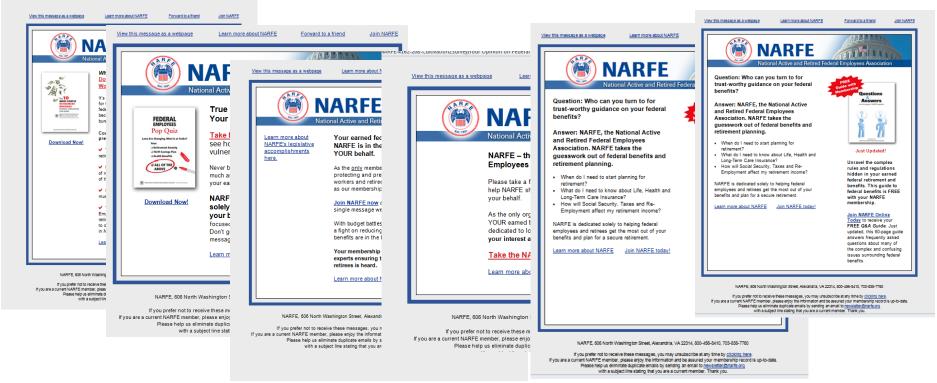
PLUS our Bonu Financial Partne

And more...
To learn more abou

Federal Employee /

Like · Comment · Share





Six-part email series begins conversion from prospect to member





Bimonthly mailings to the prospect file and OPM lists, as well as webinar ads and email invitations, bring new members



What's New at NARFE



Advocacy

- Two-year bipartisan budget agreement
- CDL model a 2018 priority
- Mid-term opportunities
 - Relationship building
 - NARFE-PAC



narfe Magazine Gets High Marks in Reader Survey

- **High** satisfaction ratings
- Avid readership
- Members driven to action



Federal Benefits Institute Continues to Attract, Retain Members

- Expertise and resources on federal benefits
- Webinars successful recruiting tool
 - More than 4,000 members
 - Chapter programs built around webinars



Membership Trends

- The factors of membership we have control over are all trending positive
 - Recruitment rose 28% over 2016
 - Retention at 94%
- Month-by-month decline slowing
- OPM response rates increasing



Our Image

- Image of the federal community
 - Influencer analysis
- Image of NARFE
 - Brand messaging



NARFE NEXT STRATEGIC INITIATIVE



NARFE 2021 CENTENNIAL

As we prepare NARFE to meet its centennial **strong** and **relevant**, we will begin plans to celebrate NARFE's 100th year of service to the federal community



NARFE Next is...

- A strategic initiative to ensure NARFE remains
 relevant as we approach our centennial
- Position NARFE as the go-to resource for the federal community



Business Model Innovation

- Examining current business model what NARFE does and how we do it
- Want to make certain resources are appropriately allocated to provide maximum value to members



NARFE NEXT NOW



FED con 18 LEARN • ADVOCATE • LEAD

August 26-28, 2018
Hyatt Regency Jacksonville Riverfront
Jacksonville, Florida

narfe.org/fedcon18



NARFE's **premier** training conference

- Outstanding educational sessions
- Nationally recognized experts and celebrities
- "NARFE Town"
- Tours and wellness activities
- Coming together as a community



NARFE NEXT NEW



New Ways to Demonstrate Value

- Prototypes in development
 - Premium benefits services
 - Digital decision tree
 - Podcasts
 - Mobile app



Questions? Thoughts?

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