

NARFE 2012 Membership Marketing Plan -- Acquisition

Objective	Key Dates	Project	Description	Outcome
Acquisition	February 2012 June 2012 October 2012	Multi-Channel Membership Acquisition Campaigns	<p>Direct marketing campaigns utilizing mail and email to promote membership to both Active and retired federal employees.</p> <p>Projecting quantity of 50,000 to 65,000 per mailing with email support where email addresses are available. Marketing General recommends testing offers, packages (creative), and messaging (copy) in each effort.</p> <p>Lists include: -- NARFE lapsed members -- NARFE prospects -- Test Outside lists to reach AFEs and retired federal employees</p>	<p>The objective for these campaigns is to maximize the response from NARFEs available lists of lapsed and prospective members, and expand NARFE's message beyond the traditional sources.</p> <p>Marketing General recommends supporting market expansion with the higher response rates of lapsed members and engaging internal prospects. Where NARFEs current "OPM mailings" net an 8% response, MGI anticipates that the proposed multi-channel efforts would net more than a minimum breakeven of 2%.</p>
Acquisition	January	Online Advertising and Lead Generation	<p>Execute four-month test of a "content for contact" online lead generation program.</p> <p>Marketing General will identify best places to reach AFEs and retired federal employees on the web and use keyword and social monitoring tools to identify key topics of interest and relevant to NARFE membership.</p> <p>Online advertising on appropriate sites will offer free white paper delivered to the prospect's email address. A short follow up e-mail recruitment campaign follows to convert leads to members.</p>	<p>Develop reliable source of prospects for NARFE Membership. An online campaign will increase visibility of NARFE and relevance of NARFE to AFE's, provide valuable content, drive engagement with the organization, generate orders and leads for future marketing efforts.</p> <p>Names generated from online advertising and lead generation campaigns are highly responsive names and convert better than rented names from outside lists.</p>
Acquisition	February	Promotion to Federal HR/Personnel Managers	<p>Leverage access to federal HR managers through organizations and lists serving that market. IPMA, SHRM, and ASTD are organizations who have access to Federal HR Managers; G.Neil is one list of available Federal HR Managers.</p> <p>Marketing General will work with NARFE and these organizations/lists on best way to use resources to reach and serve individual federal employees.</p>	<p>Gain access to federal employees through federal HR managers. Develop relationships within agencies and departments. Create need for NARFE resources.</p>

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Acquisition	July	Member Get a Member Campaign	<p>Direct mail campaign to current NARFE members inviting them to nominate friends and colleagues to join NARFE with a 3-month trial membership. Develop and execute an engagement conversion series to convert free to paid membership.</p> <p>Recommending initial test to 25% of NARFE Members.</p>	Engage members in active recruitment of members, increase membership, and increase prospect file.
Acquisition	Ongoing	Partnerships with Related Associations and Organizations	Pursue partnerships and/or list exchanges with related associations, starting with NARFE's "list of 40." NARFE and MGI staff will share outreach efforts.	Engage members in active recruitment of members, increase membership, and increase prospect file.
Acquisition	December 2011	Membership Benefit Audit	Review current NARFE membership benefits package to assess its value for AFEs. Identify new benefits to add and existing benefits to promote.	Create engagement and need for AFE market.
Acquisition	Begin November 2011 Complete in March 2012	Membership Material Audit	MGI to review and make recommendations for improving consistency and effectiveness of materials used by leaders and members for recruiting.	<p>Develop consistent, engaging materials for NARFE leaders and members to use in recruiting efforts.</p> <p>Significant opportunity to support NARFE's messages as the largest association representing retired and active federal employees.</p>

NARFE 2012 Membership Marketing Plan -- Retention

Objective	Key Dates	Project	Description	Outcome
Retention	January-February	Adjust Timing of Current Renewal Series for Earlier Renewals and Test Adding Efforts to Increase Overall Retention	<p>Current renewal efforts include contacts at months 8, 10 and 12; with post expire efforts at months 15 (magazine wrap) and 18.</p> <p>Recommend initial implementation of more concentrated contact strategy of: pre-expire contacts at 8, 10, and 12. Post Expire at month 13 (magazine wrap), and 14.</p> <p>Test adding additional efforts at month 9 (email for those with email address) and month 11 mail. Test and track results with half of eligible members each month May through October.</p>	Recover NARFE members earlier.
Retention	January	Telemarketing Renewal Effort	<p>Add telemarketing effort to current member renewal series. This would become the final effort to take place 3 months after expiration.</p>	Recover NARFE members at higher rates. Provide additional opportunity to reengage members in the organization.
Retention	March	Redesign of Mail Renewal Form	<p>Rewrite, redesign and reprint NARFE renewal form to provide more room for targeted messaging, consistent inclusion of dues-withholding, current and future renewal options.</p>	Reflect updated design and make it easier for members to read and respond.
Retention	March	Automatic Credit/Debit Renewal	<p>Offer "Auto Renew" program to NARFE members to pre-authorize membership renewal by credit card or checking account deduction. Offer 15% discount for autorenew option (same as DWH). Add to paper renewals and applications.</p>	Ease of renewal for members, reduces cost of renewal for NARFE, increases retention.
Retention	August	Member Engagement Program	<p>Supplement current first-year engagement efforts (eConnect) with:</p> <ul style="list-style-type: none"> - Welcome phone call from leader/staffer (NARFE implements) - Mail F-100 (NARFE implements) - Cover wrap on magazine highlighting recent NARFE accomplishments (MGI implements) - "Did You Know?" Postcard directing members to website (MGI implements) 	Increased engagement in organization by members increases likelihood of renewal.

NARFE 2012 Membership Marketing Plan -- Recruiting

Objective	Key Dates	Project	Description	Outcome
Leader/Member Support	April	"Who Do You Know" Campaign	<p>Use direct mail and email to contact current members and ask them to provide contact information for key influencers within federal agencies who can open access to NARFE.</p> <p>NARFE staff and volunteer leaders will follow up with acquired contact names.</p>	Obtain reliable information for one-to-one communication with appropriate contacts for NARFE leaders and members.
Leader/Member Support	July	NARFE Membership Toolkit	<p>How-to instructions for local member recruitment and retention.</p> <p>New membership brochure and application, reflecting updated and consistent look.</p> <p>New mechanism for accountability and tracking results of materials provided to leaders. Estimate includes development of membership acquisition and communications pieces for use by staff and volunteers at events. Create online versions.</p>	Provide easy-to-use tools and recommendations to leaders and members involved in recruiting. Offer online access for use by recruiters and potential members.
Leader/Member Support	August	Add Membership Materials Repository to Leaders Section of NARFE Website	Creates an online place for chapter and federation leaders to share successful materials and programs. NARFE staff implements.	Provide archive of recommendations from the field.
Leader/Member Support	September	Membership Webinar	<p>Execute webinar to focus on basics of membership recruitment and retention. Include presentation/discussion of new Toolkit and how to use it.</p> <p>Joint presentation by NARFE and MGI.</p> <p>Repeat webinar in October.</p> <p>Make webinar available via online link or DVD.</p>	Offers "one-on-one" coaching for leaders and members on recruiting tactics.
Leader/Member Support	August	Membership Training Session at NARFE Convention	<p>Present new Toolkit and provide training for NARFE leaders.</p> <p>Joint presentation by NARFE and MGI.</p>	Offers "one-on-one" coaching for leaders and members on recruiting tactics.