

## 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.

#### As a member of NARFE, you receive:

- *NARFE Magazine* and our weekly e-news brief, *NewsLine*—your best sources for the latest news and information on issues that affect federal employees and retirees
- Access to a team of federal benefits specialists for answers to complex benefits questions
- Exclusive access to webinars and online resources to help you take full advantage of your federal benefits
- Legislative alerts on issues that impact the federal community. NARFE's online Legislative Action Center gives you easy access to your member of Congress
- Member-only discounts through our [NARFE Perks](#) program on many products and services that you use regularly
- NARFE members are eligible for disaster relief grants, and family members may qualify to compete for college scholarships

#### “Why Should I Join?”

As a NARFE member, you'll have access to resources and information that can help you save money, maximize the return from your financial plans, and ultimately get the most out of all your federal benefits. NARFE experts answer your complex pay and benefit questions, NARFE Perks partners give you discounts on important services you need, and we work tirelessly to protect your earned pay and benefits and to support the federal community.