

Membership Strategic Plan

VFC Convention

Membership Committee Meeting

Monday, April 14, 2014

A Strategic Plan simply includes:

- **Your Goals for Membership**
- **How You Intend to Achieve Those Goals**
- **How You Will Know If You Are Succeeding**

Sample Goals

- **Goal: Add New Members Equal to x% of Membership**
- **Goal: Contact x% of Prospects ID'd by HQ AND Convert x% of Prospects to actual members**

Sample Goals (Cont.)

- **Goal: Increase Renewal Rate from $x\%$ to $y\%$**
- **Goal: Increase Dues Withholding by $x\%$ of Members**
- **Goal: Add $x\%$ of Active Workers as Members**
- **Goal: Assess Progress by Reviewing Membership Stats Monthly**

Sample Means of Achieving Goals

- **Goal: Contact x% of Prospects ID'd by HQ AND Convert x% of Prospects to actual members**
 - Invite Prospects to a Chapter meeting
 - Refer Prospects to Chapter webpage or Facebook site, etc.
 - Ask to mail/email them more info
 - Send/email them the Chapter Newsletter for 3 mo.

Sample Means of Achieving Goals

- **Goal: Add New Members Equal to x% of Membership**
 - Suggest/help schedule interesting **meeting programs AND non-meeting activities**
 - Review Chapter Webpage/Facebook page
 - Train Chapter members in keeping Eyes & Ears Open
 - Train Chapter members in use of the Elevator Speech
 - Give Chapter members packets (get plastic bags from Gaston) - to hand out to prospective members.
 - Encourage Gift Memberships— to children/ grandchildren - or friends.

Sample Means of Achieving Goals

- **Goal: Increase Renewal Rate from x% to y%**
 - Focus on the ***6 month free Memberships***
 - Mail/email welcome letter to new members; call and personally invite to a meeting
 - Ask individual Chapter members to help in making calls/sending info to non-renews.
 - Assign a host/hostess for each meeting - to greet newcomers and introduce them to others.

- Call/email non-renews in the same month they were dropped
 - If they just forgot, discuss the Dues Withholding option
 - Mail reinstatement forms and a Dues Withholding brochure and form
- Call members sent 2nd Notice to discuss benefits of belonging to NARFE
 - Ask if they are signed up for Gems and Newswatch. If not, offer to forward sample email messages to them

For Persons Hesitant to Rejoin, or Who Aren't Sure What NARFE Does for Them

- **Ask to mail/email them more information, including:**
 - NARFE is a Pension Bargain Ltr to the Editor
 - NARFE 2013 Legislative Accomplishments
 - Press release on non-adoption of Chained-CPI
 - Sample GEMS and NewsWatch
 - Info on Alzheimer Research, scholarship, disaster relief programs

Final Thoughts

- Membership Strategic Plans don't have to be written – but writing it down does help to organize your thinking.
- More detailed ideas for Strategic Membership Plans are available in the Membership Area at www.vanarfe.org
- Please forward your ideas for achieving our goals.
- Please contact me if you would like help in developing a Strategic Membership Plan for your Chapter.