

## **How Do We Attract And RETAIN NARFE Members?**

1. Be visible in you community:
  - a. Participate in community programs as a group
  - b. Wear items with the logo on it
  - c. If you have items made (i.e. shirts, bags) add your local Chapter name and number
  - d. Fund raise in the community: Pancake breakfasts, Fashion Shows, Membership Drives, Get in a Parade - advertise NARFE with signs on the cars, etc..
2. Create a membership focus:
  - a. First and foremost keeping members
  - b. Have Chapter Phone trees
  - c. Initiate the goal of every member to duplicate themselves each year. If each person recruited just one member the membership would be doubled.
  - d. Find out if members would come to the meetings if they could “catch” a ride with someone.
3. Membership drive – rent a booth at the fair or parade grounds etc. (if it is too expensive join with another chapter or two, etc.
4. Have brochures with NARFE information at all of your activities
  - a. Make sure the National Web site address is on them
  - b. Personalize to your Chapter– Use letter of introduction on the back – attach a business card with information on how to get ahold of you.
  - c. Be sure to list what you do
  - d. Have member applications available
5. Always have an application with you – no matter where you are going. You don’t just have to recruit for your own chapter – a member is a member!!!!!!
6. Public Service Announcements:
  - a. Contact your local radio and TV stations and ask for the person in charge of PSAs. Also the local newspaper for community activities - announce your specific activities
  - b. Create a generic announcement including your purpose and meeting location, day of the month, and time. Include what you do.
7. Focus on programs or speakers that will interest your membership as well as new members
  - a. Have some great programs that fit different talents
  - b. Pace your programs to the energy of your members.
  - c. Pace your fundraisers to the energy of your members

Feel free to add your ideas to this list and send them to the State Membership Chairman, Shirley Keyes [shirleykeyes@aol.com](mailto:shirleykeyes@aol.com) You may also contact me at 703-698-1838 or 703-297-9866.