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National Active and Retired Federal Employees Association
Chapter 834, Murfreesboro, TN
Communication Plan
2017

1. Introduction

The information contained in this Communication Plan has been taken from various documents published by NARFE. Communications is an ongoing activity for our organization because NARFE serves the Federal community. We want to focus our message and efforts to reach our target audience which is the active and retired federal employees. This plan identifies the message, audience, media and resources.

2. Communication Plan

Goal – Develop a Communication Plan that will raise awareness of NARFE's benefits in support of our Membership Action Plan considering available human and financial resources.

3. Outline of the Plan

A. Message

Raise awareness about the long-term benefits of NARFE to protect earned Federal Retirement Benefits

NARFE representation and advocacy before Congress, Office of Personnel Management and the White House

NARFE Magazine as a prime source of information and guidance on critical legislation and benefits issues

NARFE Federal Benefits Institute on FEHBP & Medicare and survivors benefits

NARFE website with Legislative e-alerts and a legislative action center

NARFE scholarship and disaster relief grant qualification

NARFE members-only eligibility for special discounts on products and services

B. Audience

NARFE Members

Non-NARFE Members

C. Media

Connect with the media and others to spread our message in these categories:

Social media

Doctors' offices

Newsletters

Letters to the Editor

News stories in both print and broadcast media

Press releases and press conferences

Posters, brochures and fliers

Outreach and presentations to other health and community service providers and to community groups and organizations

Bulletin boards at credit unions, restaurants and car washes

Special events and open houses

Word of mouth

D. Resources

Local Chapter talents - Develop press releases, news stories and short talks to have available as opportunities arise. Brainstorm with members to get the answers about local talent.

TN Federation Office – ask for monetary contribution in support of our outreach. After all, it is in their best interest to have an active and vibrant chapter in Murfreesboro. Ask local media to interview Federation President about NARFE's efforts to support the Tennessee Federal community through NARFE's effort to protect earned benefits in today's economy (or topic of their choosing).

NARFE Headquarters – procure copies of letterhead, marketing and sales tools such as videos, posters, brochures and flyers.

Wayne Lanier
President

National Active and Retired Federal Employee Association
Chapter 834, Murfreesboro, TN
Membership Action Plan
2017

1. Introduction

The information and format contained in this Membership Action Plan has been taken from various documents published by NARFE such as Officers Manual; State Conventions; Chapter and Federation meetings; national guidelines; NARFE Magazines and area specific information. We appreciate all the NARFE recruitment and retention information made available to the Chapters for our use in this important area of membership recruitment.

2. Membership Action Plan

Goal – To develop a Chapter Membership Plan that will assist in achieving the following objectives:

- a. Recruit new members
- b. Retain current members
- c. Increase meeting attendance
- d. Provide service to members
- e. Maintain a record of action, prepare a budget and account for expenses
- f. Prepare status reports for meetings and newsletters

3. Outline of the Plan

A. <u>RECRUIT NEW MEMBERS</u>	Action By	Target Date
1. Make a list of federal agencies In Rutherford, Cannon, Davidson Counties and contact them: Dept. of Veterans Affairs Dept. of Social Security Dept. of Postal Service Corp of Engineer Other agency		
2. Distribute NARFE posters, recruiting Literature, NARFE magazine to: Federal agencies Libraries Markets Post Offices Senior centers Fairs and celebrations Bulletin Board at local business		

	Action By	Target Date
3. Increase Publicity Social Media, e-mail, face book Newspaper ads, articles letters to the editor, notice of meetings Local radio Public television stations Service announcements Council on Aging (Can we place ad in Directory of Services for Seniors (Veterans) for Rutherford County?) Join or speak to Chamber of Commerce (cost?) and churches Communicate with legislators, visit, invite and attend their meetings		
4. Make Personal Contacts Talk to neighbors, friends Families	All Members	
5. Incentives (Expand this category) Cash award for top recruiter Gift memberships, lunch	Board	
6. Develop communication plan	Board	
7. New Members Develop welcome pack	Secretary	

B. RETAIN EXISTING MEMBERS, REGAIN LAPSED MEMBERS

1. Review M-112 and M-114 reports
To identify anniversary dates, second
Notices, reinstatements or dropped for
Non-payments.
2. Make phone call, e-mails, stress benefits
3. Write personal letters and enclose survey/
Questionnaire and dues withholding form
4. Use social media to contact former members
5. Assist survivors

C. INCREASE ATTENDANCE AT CHAPTER MEETINGS

1. Review M-114 to identify members in good standing

who do not attend.

2. Make phone calls to resolve problems, repeat Benefits of NARFE.
3. Greet all attendees
4. Meeting – interesting, humor, relaxed, good food
See questionnaire about meeting times and location

D. INVOLVE ALL CHAPTER MEMBERS IN ACTION PLAN

1. Encourage additional members to participate in Membership Action Plan
2. Follow up on personal contacts and enter names in plan.

E. MAINTAIN LOGS OF ACTIONS, PREPARE BUDGET, KEEP SEPARATE ACCOUNT OF EXPENSES.

F. PREPARE STATUS REPORTS FOR MEETINGS AND NEWSLETTER.

Wayne Lanier
President

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Questionnaire Results

1. Did you join NARFE to protect your retirement benefits? Yes-18, No -2
2. Do you believe NARFE has a voice in the legislative process for Federal annuitants? Yes -20, No -0
3. Does the NARFE magazine provide useful information? Yes-20, No-0
4. Do you attend NARFE Chapter meetings? Yes- 8, No-9
5. If you do not attend meetings, is something not working the way you thought it would. Yes -0, No -9
6. Are you satisfied with the speakers/programs? Yes-14, No. 0
7. Are you satisfied with the meeting locations? Yes-12, No-3
8. Does your family know you are a member of NARFE and who to contact for assistance? Yes-15, No-6
9. Can the service officer provide assistance to you? Yes-6, No-10
- 10/11. What changes/suggestions in monthly meetings are needed to ensure your attendance/comments? (See comments/suggestions)

Comments:

1. Broadmore meeting location – quite
2. Don't like that Mimi's serves food just as the meeting should start.
3. Wayne and the officers do a great job.
4. Have a meeting location where you can hear the speakers over the noise of the other diners.
5. I appreciate all of you who serve our chapters. I am satisfied with the meetings, programs, etc. I haven't been there if I'm sick or gone.
6. Research more in depth past information that has been over looked and forgotten. This is needed more than ever.
7. I work 2 days a week in Atlanta, GA and work the remainder 3 days at my home in Murfreesboro.
8. Appreciate your efforts on our behalf.
9. Go after the currently employed employees.
10. I have been too busy. I retired from my Federal position but started teaching at MTSU. I am retiring from that position in December and will try to attend some (meetings) in the future.

11. None (no suggestions). I help to raise three great grandchildren. Always on call: We are still working for our children and family. You must always be on call for your family. Thanks for all you do.
12. The present officers are doing a great job so keep up the good work. I have invited people to come to meetings. I think if they would just try it, they would enjoy it.
13. Appreciate your efforts on our behalf.
14. Due to health issues I am only willing to be a dues paying member, but I will continue to do dues.

Wayne Lanier
President