



Colorado Federation Meeting October 7, 2021

Membership Strategy and Initiatives

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Highlights

- Enhance digital marketing & communication efforts
- Create multiple paths for prospects to experience and join NARFE (New websites, partnerships)
- Improve communication with prospects (*NewsLine*)
- Increase member retention (first-year and overall)
- Provide better tools and support for field recruiting at local level
- Target active Feds—offer better, more relevant content



Lead Generation/Acquisition

- Membership marketing e-blasts to Fed publications
 - Promote webinars and select NARFE resources to generate leads and capture contact information
- Ongoing multi-tiered acquisition campaigns
 - Direct mail to prospects and lapsed members
 - Targeted digital marketing via web and Facebook



Lead Generation/Acquisition

- New NARFE.org
 - Fully accessible to web browsers and search engines
 - Optimized with terms our target audience is looking for
 - Easy to set up “gateways” for prospects
 - Capture contact info and funnel into prospect list
- Enhanced digital and social media promotion
 - Targeted behavioral and persona marketing
 - Exploring new opportunities and outlets
 - LinkedIn, Google Ad Words, FNN, etc.



Organizational Relationships

- Share select NARFE resources in exchange for exposure to key target audiences
 - Partner shares NARFE messaging and brand
 - Attract prospective members and acquire contact info
- Associations
 - NAIJ
 - FMA
 - FEW
- Events & Publications
 - FDR (Fed Dispute Resolution) Training 2021
 - FedForum



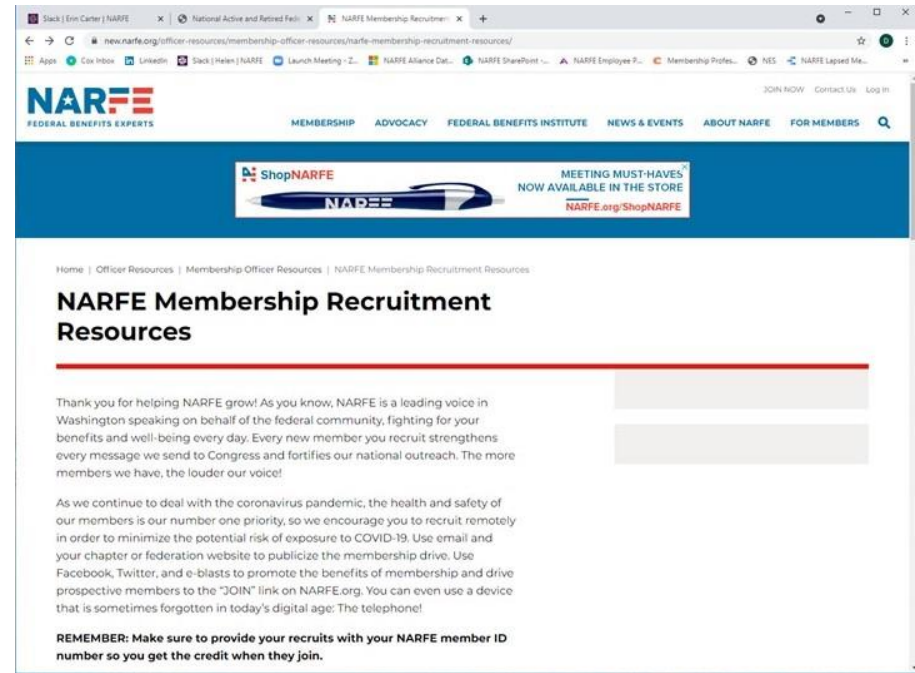
Member Engagement

- Updated renewal/dues notice process
 - Tightened up mailing schedule and updated messaging
- Increased emphasis on membership value
 - Better promotion of key resources and benefits
 - Deliver message across multiple platforms
 - *NARFE Magazine, NewsLine, NARFE.org*
- New website
 - Add features to bring members back
 - News feeds, polls, etc.

Local Recruitment/Retention Resources



- NARFE Recruitment Resources page
 - To help members recruit safely during pandemic, but resources are evergreen
 - Continue to add and update
 - Recruitment letter/email template
 - Sample ads
 - Presentation Resources
 - “About NARFE” video (YouTube)
 - Membership presentation script
 - Membership PowerPoint slide deck
- NARFE Recruitment/Retention Team
 - Printed materials, magazines (F-18 Online form)
 - membership@narfe.org





Personal Connections

- Fall Membership Drive
 - Essential to get members involved at the grassroots level
 - “If every member recruited just one member...”
- Colleagues still active in federal workforce
 - Drop *NARFE* mags/flyers in common areas at their agencies
 - Meeting presentations (virtual or in-person)
 - Health insurance reps, union meetings
- Hold joint events with relevant local groups
 - Local senior centers
 - Other Fed retiree organizations
 - Invite experts, legislative reps, etc., to speak

Local Recruitment/Retention Ideas



Brand Awareness

- Advertise in local publications that reach active Feds
 - Wright-Patterson AFB, Ohio—*Skywrighter*
 - HQ will design them for you



Not Even COVID-19 Can Keep Us from Fighting for Feds

The NARFE team is still hard at work during this crisis.

- Successfully lobbied to suspend RMDs on TSP accounts
- Keeping you current on guidance from OPM
- Monitoring future relief/stimulus legislation

Help us continue the fight.

JOIN TODAY AT NARFE.org!



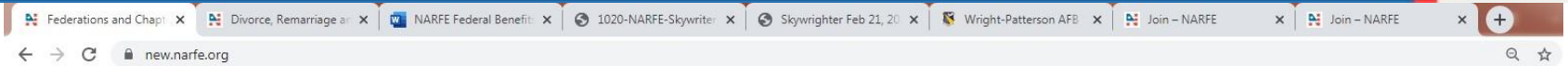
Connect with NARFE's Miami Valley Chapter at www.NARFE.org/1927



NARFE's Local Presence

- Promote chapter membership in all renewal and acquisition mailings
 - A chance to get involved and meet other members in your area
 - New opportunity to connect online
- Chapter Spotlight
 - Website federation/chapter section
 - Sidebar callout and dedicated page for chapter photos and news

Federation/Chapter Spotlight



MEMBERSHIP ADVOCACY FEDERAL BENEFITS INSTITUTE NEWS & EVENTS ABOUT NARFE FOR MEME

Home | Federations and Chapters

Federations and Chapters



Chapter 242 (Sarasota) Alzheimer's Walk Success

Clara Schaefer, 2020 Walk to End Alzheimer's Chair for NARFE Chapter 242 (Sarasota, FL), and Chapter President Bill Vander Heyden, celebrate the end of their Walk and surpass their goal of \$1,000.

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Coming VERY soon: FEDHub!



What is FEDHub?

- Forum to post ideas, ask questions, etc.
 - Only NARFE members will have full access to participate
 - Non-members will be able to see certain discussions
- Facebook – Groups / FEDHub – Communities
 - General discussion community
 - Communities specific to topic, demographics, agencies, etc.
 - Create communities around events, webinars, etc.
 - Interaction with speakers, subject matter experts, etc.



Member engagement

- Dedicated communities connect members virtually at the federation/chapter level
 - Convenient online platform to increase participation
- Topic-specific
 - Share ideas and solutions across the country
 - Federation/Chapter/Officer communities
- Improve member communication
 - Automated messaging incorporated into welcome/onboarding (1st year) and ongoing communication
 - Drive engagement & promote stronger connection to NARFE

Why FEDHub?



Attract prospective members

- NARFE Membership Strategy – “A path to membership”
 - Educational content greatly enhances SEO, driving platform higher in results for the terms our target audience is searching
 - Visitors can view discussions—when they try to interact, they’ll be routed to membership promo and prompted to provide their contact info to learn more
 - System targets prospects with emails to engage with NARFE and get them to join

Generate non-dues revenue

- Ads, sponsored content, etc.
- Defray operating costs and ultimately pay for itself



Product features

- ✓ Live chats, scheduled or organic
- ✓ Idea boards/Topic generation to spark discussions
- ✓ Polls and surveys to engage and foster participation
- ✓ Event promotion with opportunity for speaker interaction
- ✓ Mobile-responsive site **and app** to connect from anywhere
- ✓ Libraries house content and help attract Google searchers
- ✓ Integration/automatic syncing with AMS
- ✓ Integration for content distribution on social networks

FEDHub status and next steps



Site development

- Integration with database complete
- Staff team working on multiple elements
 - Domain name
 - Design/layout
 - Content generation
 - Ads/sponsorship
- Beta testing and content seeding
 - Testing prior to launch
 - Members have submitted “conversation starter” questions
 - HL community manager will post content to generate activity after launch
- Hope to launch mid-October



Sample seed questions

- As a federal employee, do you know who to contact for assistance when you're thinking about retirement?
- As a retired federal employee, do you know who to contact with questions about your benefits?
- Would you find it useful to have training on how to manage your email inbox (how to run a Zoom mtg.)?
- LOTS of questions about NARFE structure, membership, chapter participation, etc.
 - Does the current NARFE structure fit members' needs? How would you change it?
 - What would make you want to get more involved?

Sneak peek



Browser tabs: NARFE - National Active and Ret... Meeting Information - Zoom Home - FedHub

Address bar: narfe.connectedcommunity.org/home

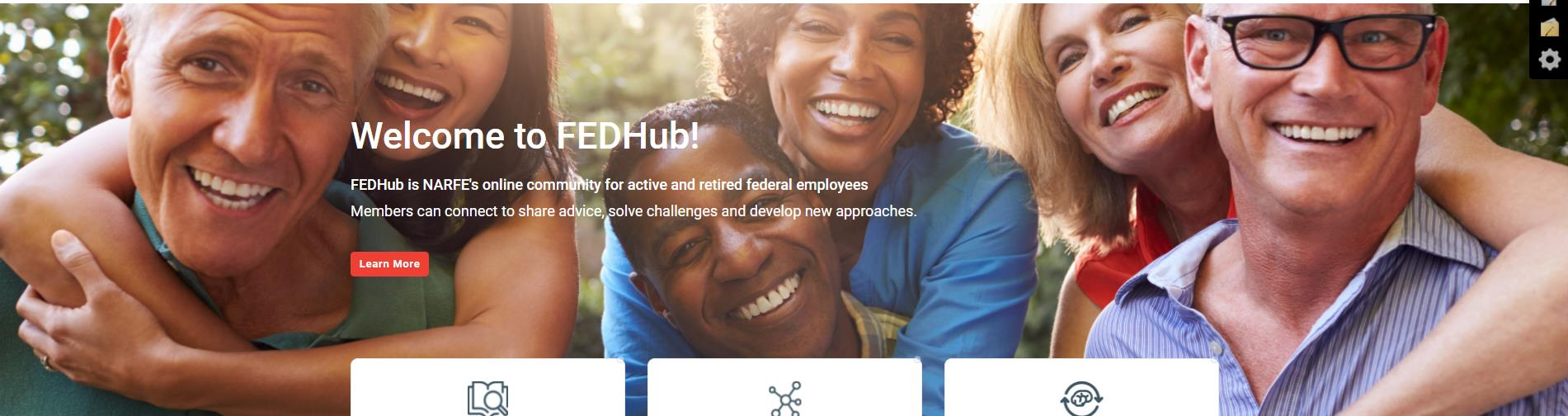
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Welcome to FEDHub!

FEDHub is NARFE's online community for active and retired federal employees. Members can connect to share advice, solve challenges and develop new approaches.

[Learn More](#)



Explore

Discover communities to enrich your federal career and retirement experience.

[More](#)



Connect

Find other federal employees and retirees who share your interests.

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Engage

Join in discussions with fellow Feds to get the most out of your federal benefits.

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Windows taskbar: Search (Type here to search), Task View, Edge, Chrome, File Explorer, Word, PowerPoint, Excel, Outlook, System tray (67°F Sunny, 12:26 PM 9/29/2021, Network, Volume, Notifications)

Questions

Thank you!

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