



## OHIO RETIRED TEACHERS ASSOCIATION MEMBERSHIP GROWTH HANDBOOK

—2017 EDITION—

## INTRODUCTION

The purpose of this handbook is to share ideas to stimulate and support an effort to grow your a Association membership. These ideas have been used by other associations. Each association must consider what their local leaders feel will be best for their organization.

If you have any questions feel free to contact the ORTA office in Columbus or contact the ORTA Membership Committee Chairperson.

## SUBJECT CONTENT

- Pre-retirement information meetings
- Teacher Grant Awards
- The A+ Teacher Award Program
- Each One Bring One
- Programs
- Mailings
- Social Concepts: Plays, Concerts, Travel
- Ideas for Successful Membership Recruiting and Retention Practices for Younger Retires.
- General Information



## PRE-RETIREMENT INFORMATION MEETINGS

Comments for discussion:

1. Pre-retirement meetings are often labor intensive to organize.
2. They usually require arranging for guest speakers from STRS, ORTA, or a knowledgeable local association representative.
3. This usually requires some kind of promotion among active teachers in the local public schools.
4. This will require the booking or rental of a public meeting place.
5. This usually requires some kind of refreshments.
6. Past events have been expensive and may result in small attendance. This is still a good option for a larger association with financial resources to consider. It targets new retirees.
7. A face-to-face meeting with active teachers planning to retire provides the chance to answer questions and build relationships.
8. A suggested plan is provided below. This plan can be adapted to any association and any local conditions.

## PRE-RETIREMENT COMMITTEE



**Purpose:** To educate active teachers about the financial, psychological, and life-style changes that they will face in retirement. To help active teachers plan for these forthcoming changes. To impress upon active educators the benefits of continuing their professional contacts through membership in the local and state retired teachers' associations.

### OBJECTIVES:

1. Plan and present retirement planning seminars for active teachers.
2. Promote the benefits of membership in ORTA and the local RTA association.

### JOB DESCRIPTION:

1. Contact local chapter members to serve on the Pre-Retirement Planning Committee.
2. Develop a contact list of schools that may include superintendents, principals, county boards of education, and local education association building reps.
3. Establish and/or update a list of resources within the retirement planning field.
  - A. STRS representative to present the seminar.
  - B. ORTA representative – Liaisons or ORTA representatives.
  - C. Local chapter representative – President  
B or C may bring applications for membership
  - D. Financial planners - optional
  - E. Lawyers – Family/Estate Law/ Elder Law/Living Wills/Durable Power of Attorney – optional
  - F. Insurance- Long-Term Health Care
4. Independently plan or collaborate with local districts/education associations or other local chapters in planning the Pre-Retirement Seminar(s) for active educators, particularly those within 3 to 5 years of retirement.
  - A. Determine how many seminars to host.
  - B. Determine location(s) and time(s). Be sure it has availability for technical equipment, a microphone, and desks or tables.
  - C. Determine the content and schedule speakers.
  - D. Determine if food is needed and how it will be provided.
  - E. Will there be a fee charged?

Contact each school superintendent or principal by letter or personally regarding the seminar and request permission for a notice to be posted in the office or teachers' lounge. Set a deadline for reservations. Provide directions to the seminar location.

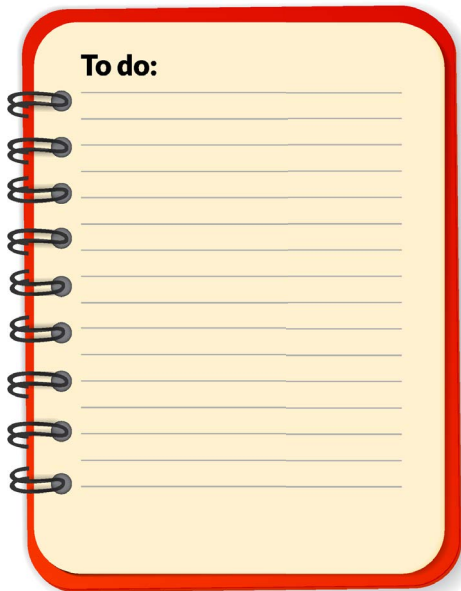
## JOB DESCRIPTION (CON'T FROM PAGE 3)

Send a reminder postcard or email for those registered a week before the date. Post directions inside the building to the room location, if needed. Have a table outside the door with packets for each teacher. (See optional list below.) Direct them to the refreshments.

Provide a break during the seminar.

### SUGGESTED LIST OF RESOURCES:

Program – Welcome, chapter speaker ORTA speaker, STRS presenter, question and answer during presentation and/or after, paper for note taking, pens or pencils, and evaluation form.



- REA brochure/newsletter
- STRS counseling and seminars – 275 E. Broad St. Columbus 43215-3771, or 888-227-7877, [www.strsoh.org](http://www.strsoh.org)
- ORTA brochure, poster, Retirement Planning Handbook – 8050 North High Street, Ste. 190, Columbus 43235-6488, or 1-877-431-7002, [www.orta.org](http://www.orta.org)

- [Chapter and ORTA membership forms \(www.orta.org/join-orta-online.html\)](http://www.orta.org/join-orta-online.html)
- 25 Good Reasons Why You Should Join RTA and ORTA
- [ORTA Quarterly copies, if available \(www.orta.org/our-publications.html\)](http://www.orta.org/our-publications.html)
- AMBA brochures and /or Full Menu of Benefits Flyer
- Retirement Countdown Webinar – updated version
- Nearing Retirement Washington State Department

## THE A+ TEACHER AWARD PROGRAM

Comments for discussion:

The A+ Teacher Award Program was the brainchild of the Tribune Chronicle, a newspaper located in Trumbull County, City of Warren, Ohio. A member of the Trumbull Retired Teachers' Association approached the newspaper with the idea of partnering with them to honor teachers who go above and beyond their normal duties for the children in their classrooms. Outback Steakhouse is also involved. Yearly the program honors 20 outstanding teachers who teach in Trumbull County schools.

The Tribune contacts all of the schools and features several articles in their newspaper. Students and parents are asked to nominate teachers for the awards. Over 1,200 letters are usually submitted, and it is heartwarming to read each one of them. The editor of the Tribune, a panel of TRTA members, and a representative from the Trumbull County Educational Service Center read the letters and select the winners who go above and beyond their actual duties and make a difference in the lives of their students.

The teachers can receive this award only twice in their lifetime. After that, they are placed in the Hall of Fame.

Recipients of the A+ Teacher Award receive a beautiful certificate and portfolio from the Tribune and are recognized in a full-page feature article with a picture and biography. Outback Steakhouse sponsors a reception for the winners, and Trumbull RTA honors them at the June luncheon meeting, along with the five scholarship recipients, and presents them with a beautiful medallion.

With all the publicity given to this program, there are at least 12 times that our chapter is mentioned, and we do not pay for this invaluable advertising. Each administrator and teacher in the county hears the name "TRTA" throughout the project.

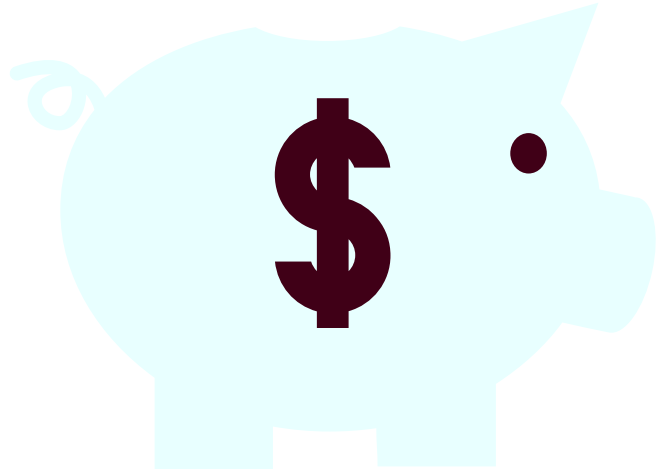
Winners who have attended our luncheon are impressed with TRTA. As former teachers, it is rewarding to participate in a program that recognizes and honors educators who are still working with our youth.



## TEACHER GRANT AWARDS

Comments for discussion:

1. Teacher grants provide funding for an active teacher classroom project. This builds a relationship with the active teacher by providing a financial support for that teacher's creative teacher approach or need.
2. Active teachers reporting back to the association the nature and results of their grant activity further establishes a relationship and knowledge of the association.
3. Teacher grants keep retired teachers in contact with the teaching process by supporting an active teacher in the classroom.
4. Teacher grants spread knowledge of the Retired Teacher Association by word of mouth with the active Superintendents, Principals, and other teachers in the school system.
5. Teacher grants provide a service activity that can be advertised in the local press, website, Facebook, and other media. This gives the retirement organization positive name recognition to share with the community.
6. The teacher grants given can be named in honor of well-known educators in the community. This again honors an educator while helping a teacher and a whole class of students.
7. The teacher grant program requires making contact with local school officials who are in incline to be graciously accepting of financial support in their school system. This also builds a fantastic relationship with the retired teacher association and the public schools in the county.
8. Teacher grant recipients can be given an honorary membership in their local county retirement association. This promotes a future member when that teacher does retire.
9. Teacher grants can be funded through local dues increases, fund raising give-away games or drawings at meetings. In some communities, local businesses or community clubs or PTA's will provide donations to this project in return for special recognition among the retired teacher association membership.
10. This project usually involves the formation of a committee of retired teachers to review and award the grants. The chairperson of this committee coordinates the public-school contacts and follow up contacts with the grant recipients.



***See next pages for grant samples.***

# THE ABC COUNTY RETIRED TEACHERS ASSOCIATION

## Teacher Grant Program (*sample*)

The ABC County Retired Teachers Association (ACRTA) provides grants to teachers in the public schools in ABC County. A total of five \$200 grants are awarded to active teachers to support an innovative activity in their classrooms or for a school-wide activity. The grant program is open to any academic discipline, grade level, or building activity that meets the purposes of the school and the needs of the students. Teachers are encouraged to complete the application on the other side of this explanation.

Awards of \$200 will be given in April. Teachers will use their discretion to conduct the project/program anytime during the academic year as it fits their classroom curricular plan.

The following procedures will govern the awarding of grants:

- Copies of the grant proposal application will be available in each principal's office or on the ABC County Retired Teachers Association website or by contacting John or Jane Doe, at 5555 Street Dr., City, Ohio 45678, Phone # 555-555-1234. An ABC County Retired Teachers Association member will serve as liaison between ABC County Retired Teachers Association and the school building to insure the communication cycle.
- Applicants should plan closely with the building principal and any other teachers having an interest in this application. The principal's signature is required for funding.
- The deadline for submission of proposals is March 1. The grant application should be sent to John or Jane Doe, 5555 Street Dr., City, OH 45678 or e-mailed to johnjanedoe@woh.rr.com. Confirmation will be e-mailed that the application was received.
- A committee of ABC Retired Teachers Association members will evaluate proposals and determine those that should be funded. Unfunded proposals will be kept on file for one year and eligible for funding during this period should an awarded grant not be used.
- Successful awardees should keep a record of all expenditures related to the project/program.



It is important to understand that ABC County Retired Teachers Association continues to have a strong interest in education and what happens in classrooms. Successful recipients will be encouraged to attend an ABC Retired Teachers Association luncheon in June or August of 20XX to briefly explain the project and how it impacted the students. The ABC County Retired Teachers Association will provide the luncheon cost.

# ABC COUNTY RETIRED TEACHERS ASSOCIATION (SAMPLE FORM)

The ABC County Retired Teachers Association (ACRTA) offers \$200 teacher grants to teachers employed in any of the public schools in Allen County, regardless of educational discipline. Grants are intended to be used to support, in part or in whole, an innovative educational project that would otherwise not be possible because of a lack of school funds. All grant applications need the support of the building principal.

Teachers interested in filing a grant application need to complete the following.

Name \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_

Phone: (home) \_\_\_\_\_ (cell) \_\_\_\_\_ (school) \_\_\_\_\_

Name of school/district \_\_\_\_\_ Grade level \_\_\_\_\_

Explanation of grant request (please limit the explanation to 150 words if possible) \_\_\_\_\_

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Budget (provide an approximate budget of how the \$200 will be spent. No part can be used for your salary. Receipts may be requested upon completion of the project.)

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How do you feel the experiences from this project will have an impact on your students?

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When, what month, would you propose to conduct this program? \_\_\_\_\_

Would you be willing to provide a brief written narrative and/or attend a meeting of the ABC County Retired Teachers Association to explain the success of this program?  Yes  No

\_\_\_\_\_  
Signature (principal)

\_\_\_\_\_  
Signature (teacher)

\_\_\_\_\_  
Date

NOTE: Grant applications are due on March 1. Please send them to John or Jane Doe, 5555, Street Dr., City OH 45678 or johnjanedoe@woh.rr.com



## EACH ONE BRING ONE

Comments for discussion:

1. This process works well for an association of any size.
2. It establishes a personal relationship with potential new members, one at a time.
3. This process is inexpensive and yet can yield great results because of the personal relationship that can be established between an association member and a potential new member.
4. Any association that can get any number of its membership involved with this process can potentially double that number in its membership growth effort.
5. Any active association member who brings a potential new member guest could be given a free meal reward for their effort at hosting a guest.
6. This process involves any number of association members working independently on their own time and with their known friends.
7. This process is not labor intensive and can be fun on an individual basis.
8. This can be an inter-generational process with older retirees functioning as a mentor for younger retirees. It is all about relationships.
9. New guests can be given a one-time, first time free meal



## PROGRAMS

Comments for discussion:

1. Programs can be a big draw for current and also potential memberships. As much as possible, programs should not be directed for specific or individual interests. Programs that attract female retiree interests may not draw male retirees. And the reverse is true. Programs should provide information on a most common but important topic of interest for any retiree.
2. Suggested programs could involve health care, right to vote, information on special needs of the elderly, insurance, legal information, information about scams, public service options, travel options, fun events to attend options, etc.
3. Programs are not only an attractive way to gain members, but they are also an essential way to keep members involved.
4. Programs can involve some expenses but are usually not labor intensive.
5. Survey membership for topics of interest or suggestions.
6. AMBA – Association Membership Benefits Advisors are connected to ORTA and will provide program speakers with professional information special benefits to ORTA members. (AMBA Contact information: **James N. Cain, District Manager**, 470 Olde Worthington Rd, Suite 200, Westerville, Ohio 43082, Phone: 800-258-7041 ext. 131, email: [jim.cain@amba.info](mailto:jim.cain@amba.info) .)

## MAILINGS

Comments for discussion:

1. Mailings are often expensive. They require postage, envelopes, and printing. Bulk mailing accounts are most helpful in this effort.
2. Mailings are sometimes labor intensive if a large number of items are involved.
3. Mailings are direct targeted contacts with recipients of STRS benefits. This effort is not limited by using mass media to advertise the association.
4. If mailings are done right, they can be very productive with a good possibility of membership growth.
5. Mailings can be done on a less expensive way by asking members to donate rolls of postage stamps to the cause.
6. Mailings can be less labor intensive if individuals or small groups volunteer to assemble the information to be mailed.
7. It is possible to cut up a mailing list into individual names and address slips and hand them out to individual members to send a personal invitation to join the association family.
8. County lists of names and addresses can be obtained from the ORTA in Columbus (8050 N.High St., #190, Columbus, Ohio 43235, Phone # 614-431-7002)
9. Where possible, a county should have a website and a Facebook account. Younger retirees will learn a lot about us from our systems of electronic communication. This requires some current member to have a knowledge of how to use electronic media. The ORTA office in Columbus also has a staff member that can assist in your systems of electronic communication, (ORTA 8950 N. High St., #190, Columbus, Ohio 43235, phone # 614-431-7002).
10. Newsletters are a more common method of communication by an association. But newsletters need to be shared outside the association membership to grow new members. Newsletters could be placed in the teachers' lounges of the public schools.
11. Mailings can consist of informational letters. A membership form could be included to be filled out and returned to the association membership person. Any informational brochures can be included. The success of this effort can depend on how simple you can keep the process. It is recommended that you include an addressed return envelope in the mailing.



## SOCIAL CONCEPTS

Comments for discussion:

1. Special events can be a big benefit to growing memberships and keeping members involved.
2. Sponsoring special group activities such as attending a play, a movie or concerts through the group purchase of tickets can include sporting events, community celebrations, county fairs, the state fair, public school events, and political gatherings.
3. Travel agencies will gladly assist in special travel events to out-of-town concerts, plays, tourist sites, and dining at special dinner theater events.
4. Association picnics with members bringing their special covered dish food items to share.
5. Lunches at retirement homes to see and experience those special accommodations available to senior citizens.
6. These kinds of experiences can be organized and planned through the efforts of one person or a committee of members who share an adventuresome spirit to explore the world around us. Retirement should be an exciting time of life, a chance to do the things we never had the time to do before retirement. We are all living longer now than ever before, and we should take full advantage of this time of retirement.



## RUNNING THE RAPIDS WITH YOUNGER RETIREES

Comments for discussion:

Many people are retiring between the ages of 52-60 and are finding second jobs to supplement their retirement income. Some may even be raising grandchildren or have children at home. A popular topic of discussion in ALL volunteer organizations today is: "How do we get younger members to join, and how do we encourage them to become involved?" Many excuses have been mentioned, including: "Younger people are not joiners, or they don't want to get involved." However, we all know of organizations where membership is thriving.

With 80 million baby boomers (those born from 1946-1964), generation X (those born from 1965-1975), generation Y (born after 1975), and millennials (born from 1982-2004), associations have a real challenge and need for long range goals to attract and retain these prospective members. By 2020 millennials will be the largest segment of the work force with close to 80 million people.



## ***(Younger Retirees, con't)***

What can we do to attract and retain younger members to our organization?

We will look at these questions concerning “Running the Rapids” with membership by looking at the following:

- *The Pebbles: Characteristics of Younger Potential Members*
- *Swift Water: Recruiting Younger Members*
- *Large Rocks: Retaining Younger Members*
- *Large Life Jacket: Strategies to Keep You Afloat*

### **\*THE PEBBLES: CHARACTERISTICS OF THE YOUNGER POTENTIAL MEMBER\***

- A.** Baby Boomers think that every problem can be solved with a black or white answer. Millennials are looking for an answer, but everyone’s needs are different and there is NO one answer. You have to stop thinking like a Baby Boomer. Millennials live to work. Many believe that there will be no retirement package when they get to retire in 30 years through their retirement system or Social Security, so they are still working. So, their attitude is “Don’t waste my time.” They have to balance their desire to serve the community with their work schedule. Many have children and grandchildren at home to raise.
- B.** Consider the most educated generation; they want to use their education to change the world and solve problems. They’ve been raised in a time of abundance.
- C.** With social media and technology integrated into every aspect of their life, they are knowledgeable and tech savvy. They communicate through email, websites, Facebook, blogs, Twitter, Instagram, Pinterest, Snapchat, YouTube, LinkedIn, and a host of other social apps to discuss issues, hobbies, job ideas, and networking.
- D.** “What’s in it for me??” They are looking for a cause to get behind, benefits, and legislative answers in exchange for their membership dues.
- E.** Contact them via texting or email; they don’t usually answer phone calls.
- F.** They want progressive leadership. Leaders must delegate effectively. The #1 reason members quit is due to poor leadership or poor organizational structure.
- G.** Impatient with old ways of doing things and thinking change is not possible; they don’t want inside squabbling among leaders and members.

***(Pebbles list, con't)***

- H.** “Cause” driven. They have a passion for a wide variety of issues like “Race for the Cure,” world hunger, disaster victims, mission trips, and others.
- I.** Very family-oriented. They want to involve family in activities.
- J.** Eager to learn new things and often multi-task very effectively.
- K.** Like to work at their own pace, from their computer at home, if possible.
- L.** Want flexibility in their attempt to balance work, family, and volunteerism. The internet provides them with a 24/7 opportunity, for 365 days per year!
- M.** Want to take part in a group that does something good for the community/world and want to give back or help solve problems.
- N.** They want to expand their knowledge and leadership skills.
- O.** Micro volunteerism: set firm guidelines and deadlines for recruits. You must give all information before recruits will decide to commit to 1 event, 1-year job, or 3 hours. They prefer short-term projects to fit their lifestyle and family needs.
- P.** Praise! They want “recognition” for a job well done!
- Q.** They want to have fun.

**\*SWIFT WATER: RECRUITING YOUNGER MEMBERS\***

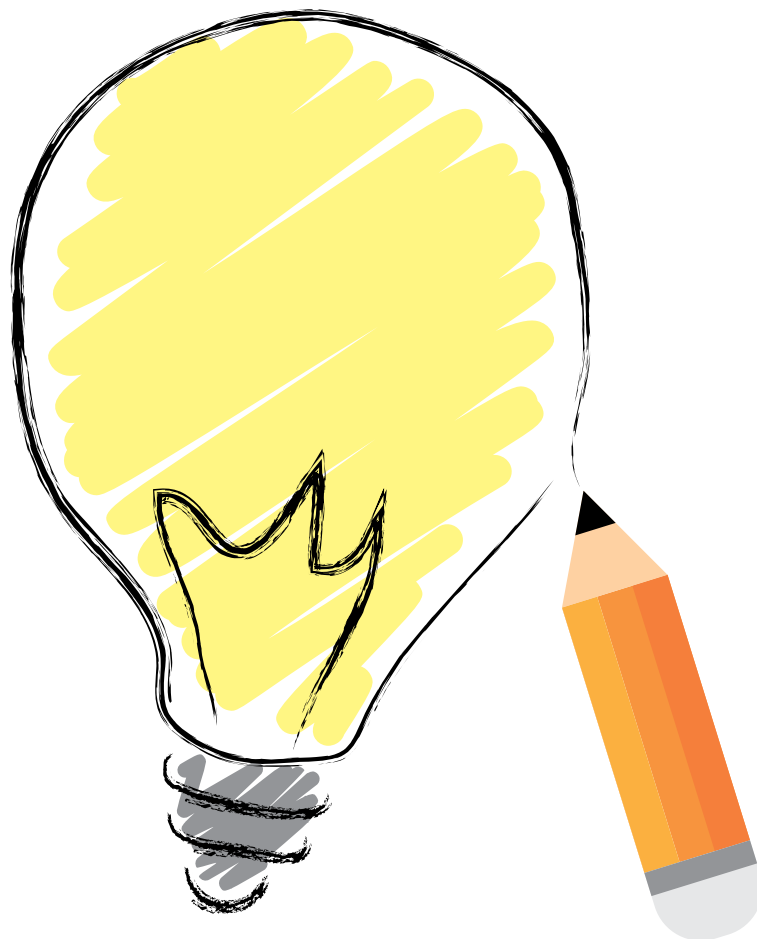
- A.** Change, change, change, is inevitable. Embrace it or go the way of the dinosaurs.
- B.** Leadership is needed for change. Leaders must be able to think outside the box for solutions and new ideas about membership recruitment. The Board of Directors and all membership must make it their top priority to survive.
- C.** Diversity is needed. You have to attract people with different backgrounds to grow. Age, sex, and race should not be an issue. Look at your association and local units now and see what demographics you are missing. What activities can you do to get more different types of members involved? Ask other associations like the principals/administrators/subject matter specific groups to join. Reach out to Delta Kappa Gamma, American Legion, VFW, Toast Masters and other clubs (including minority clubs) in your area to join you for a meeting once or twice a year. You may need to consolidate with other similar associations.
- D.** Corporate sponsorship of your association or local unit can help you. Invite community businesses to speak at your meetings and give them a free membership and a plaque for their work wall for all to see. Have a meeting at their business; they would probably supply free refreshments (ex. Car dealership). Look for “partnerships” with local businesses like restaurants, banks, credit unions. Have minority corporate sponsors. Put corporate sponsors’ logos on your web site. associations have their own decal for their cars.

***(Swift list con't)***

- E.** Brand your organization and use all types of media to advertise (use a slogan or color/design to be identified with your organization). Use consistent branding on all materials and media. Some associations have their own decal for their cars.
- F.** Volunteer to help sponsor a community event or adopt a local cause and wear your association's shirt/logo/pin/cap/color/special animal print to let the community know of your support. Use social media through posts and pictures to advertise your participation. Pictures are the best.
- G.** Vary your recruitment tactic to include networking at local gathering places where younger people like to meet.
- H.** Contact potential members personally on a one-to-one basis.
- I.** Send personal invitations to attend your meetings via email or social media.
- J.** Identify their interests at the 1st meeting! Use a short survey or questionnaire.
- K.** The first and second meetings are the most critical – pay attention to the newcomer and make them feel a part of the group immediately! You have to hook them during the first meeting or they will not return. Assign a member to the new recruit to visit with him/her, introduce him/her to the group, interact with him/her and find out what his/her interests are. Write him/her a “thank you” email for attending, and text and invite him/her to the next meeting.
- L.** Award prizes for bringing in the most members.
- M.** Help sponsor/volunteer/ participation in a fun community event (a night at the Badger game, local summer festival, parade, etc.)
- N.** Schedule one fun family-oriented event quarterly for your unit members.
- O.** Offer a free or reduced first-year membership for potential members.
- P.** For those areas where a college or university is located, have your unit members volunteer to provide refreshments/speakers for a Future Teachers' meeting at the school. Let them know that a state organization exists for them and leave newsletters or brochures with them. Offer one year of free membership.
- Q.** Communicate through all types of technology to advertise your association. Keep your website up to date and change information often. Post articles and videos on social media to advertise meeting events and speakers. Video your members participating in community events.
- R.** Provide interesting speakers that have been selected to provide information according to your members' interests.

***(list con't on next page)***

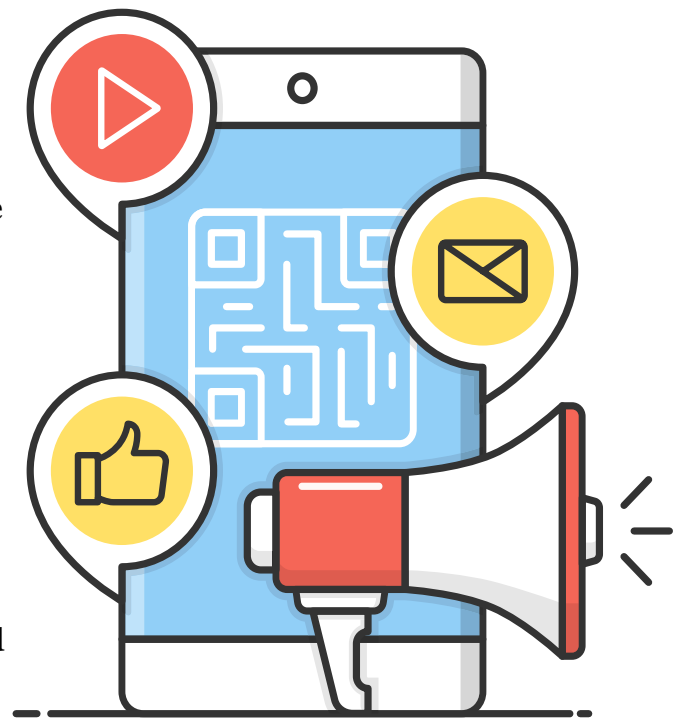
- S.** Invite new retirees to a breakfast in their honor in September or May, and let them know about retirement issues.
- T.** Invite superintendents and principals in your area to give an update on what is going on in the schools. Give him/her a free membership and tell him/her about your scholarship programs. Ask him/her to send another administrator to speak if he is unavailable. Advertise this meeting.
- U.** Make joining your association easy by creating multiple ways to join online through PayPal, credit card, dues deduction, or bank draft. Younger members do not have checks but use debit cards.
- V.** Dues Deduct from the retirement system makes your members sticky. You don't have to chase them to pay their annual dues. This is the most successful method for membership growth.





## OTHER IDEAS FOR RECRUITING YOUNG RETIREES

- A.** Use a mobile app for membership and recruitment messaging for instant access to information and communication. Millennials do not communicate by phone; they text and message.
- B.** Have your mission statement on your Facebook/web page so they know what your organization supports. Use lots of pictures on your site and have numerous testimonials of why retirees join your association. Personalize it by letting them know what some of your retirees are doing since retirement. Create YouTube videos of your events showing participation. YouTube has replaced Facebook for Millennials.
- C.** Story telling is better than just presenting facts with your media. People like to hear what happened to other retirees and include a picture. Readers like to comment on pictures.
- D.** Your web page is like your repository of all info about your association. On your web page, have the capability to pay your dues, register for events, and print your membership card if possible. To raise money for a cause look at [www.gofundme.com](http://www.gofundme.com).
- E.** Facebook, Twitter, Instagram, and YouTube are for communication and instant feedback. Create a dialogue. Instagram is live, and they love to comment on your pictures. Respond ASAP.
- F.** Ask for the email addresses of your members and potential members on your membership application and contact them through email (the preferred/cheaper way of younger members.) Text or email messages are preferred to phone calls.
- G.** Email new retirees, principals, and superintendents. They only use email to correspond.
- H.** Ask all your members to “like” your association’s Facebook page. Add pictures of your events and scholarship recipients and keep the page current and refreshed.
- I.** Many associations have a Legislative Hotline page, and it is highly read. Younger members will read it to find out the latest changes affecting their retirement system.
- J.** Create a local unit Facebook page. Active educators want to receive frequent legislative and education updates. Send support emails and unit newsletters of upcoming events they might attend.
- K.** Create a foundation for your association. If your association is a 501 c3 tax-exempt organization, advertise and solicit donations as a tax-deductible gift before tax season.



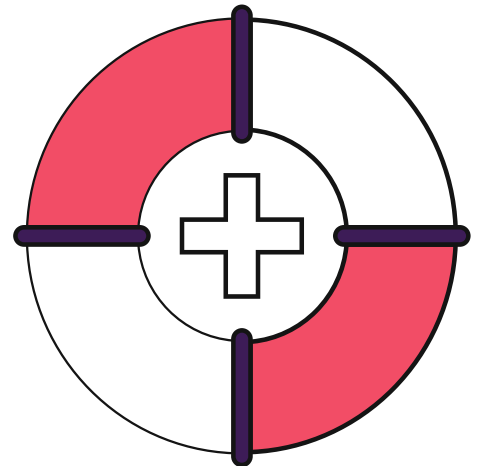


## \*LARGE ROCKS: RETAINING YOUNGER MEMBERS\*

- A.** Listen to new ideas and change or experiment with them.
- B.** Keep your meetings to less than 2 hours. Millennials don't want to commit more time than that. Keep the business part of the meeting short, or they will lose interest. Have interesting, fun speakers, or have fewer meetings per year. They will not attend if it is not fun. They want to get the information and leave. They are not interested in socializing. They socialize via social media. Start and finish time is critical for their schedule.
- C.** The location of your meeting is very important. Most nursing homes and churches may not be appealing. Ask local retail groups like restaurants, banks, credit unions, senior housing communities, car dealers, and local entertainment attractions to host your meeting and be part of your association. They may want to sponsor events and would appreciate being a speaker. Give the business and some of their employees a one-year free membership for hosting your meeting.
- D.** Younger members like to LEARN something at meetings. Identify their interests/ideas with a membership survey and try to incorporate them into your meeting planning.
- E.** Find out what other local units are doing for meetings and have a joint meeting several times a year, especially to hear a good speaker. Invite your firemen or police departments to talk about safety issues in your community.
- F.** If a member brings a guest who joins at the meeting, waive cost of the meal for both.
- G.** Vary your meetings so that topics are always interesting.
- H.** Encourage younger members to become recruiters; if they are fulfilled they can sell others. Millennials like to have their friends attend.
- I.** Your local Liaisons/state Board of Directors should include younger members. Reduce and/or streamline your Board meetings to keep them short and productive.
- J.** Allow the younger members to host a fun activity once a quarter outside of the regular program. Invite everyone. Brief happy hours at restaurants are the "IN" networking strategy for younger people. Invite businessmen or community leaders to attend so members can interact. Host an event at a family-friendly venue. Plan a trip to an attraction, concert, historical place, or park – a community event for all members.
- K.** Ask a younger member to be a liaison to a community event you support.
- L.** Remember members' birthdays (without year) in newsletters and send them a card.
- M.** Send members notes or email often to tell them "Thank you" or "Show Your Support" when life-changing events occur. Show that you listen and care.
- N.** Follow up with members who have not renewed their membership – ask why and try to rectify their concern.
- O.** Recognition is very important to younger members. Praise, praise for a job well done—members want to be recognized for their efforts! You can't give out too many paper certificates.

## \*LARGE LIFE JACKET: STRATEGIES TO KEEP YOUR AFLOAT\*

- A.** You have to “TRAIN AND GROW YOUR OWN LEADERSHIP REPLACEMENT.” Create a Leadership Institute or Leadership training session at your convention/regional meeting/or special summit. Invite prospective members to train with existing local and state association leaders (President, VP, Secretary, Treasurer, etc.) and learn the requirements and responsibilities needed for secession planning.
- B.** Appoint and empower committee chairpersons as soon as possible. Be sure to choose individuals from across the entire group, not just from one subset. Advertise these positions as fun and worthwhile.
- C.** Conduct a summer planning meeting for officers and committee chairpersons. The leader may want to inform the group of any special programs, themes for the year, or goals and urge attendance at all meetings, both local and state.
- D.** Have each officer share his or her duties and plans for the year. This is a time to get to know each other. Make all leaders accountable.
- E.** Organize day trips or activities outside of the regular local meeting for the group to do together. Take a train ride, do an outdoor activity, amuseum visit, garden or home tour, city tour, a day at the movies, etc. This is a great way for members to bond with each other.
- F.** The leader should arrive at the local meeting early enough to distribute materials, place the flags, prepare the tables, etc. Then they will be ready to greet members as they arrive.
- G.** Be informed of local and state issues so that you can answer questions. If the answer is not known, then find the answer and follow up with the member.
- H.** Work hard to stay organized. Prepare the agendas carefully. Contact members by social media to encourage attendance at the meeting, or better yet, create a Facebook event. Stay on time-everyone’s time is important to them.
- I.** As the leader, speak with confidence and enthusiasm! Inject humor into your reports.
- J.** Be a role model by being a volunteer in your community.
- K.** Via social media, send a monthly message to your members, thanking those who have worked for their accomplishments! Be yourself and be positive! Stories sell.
- L.** Smile often and look members in the eye. This shows you trust them to do the job you have asked them to do for the organization.
- M.** Learn your members’ names and show interest in their personal lives.
- N.** Learn to delegate. Ask others to help.



QUESTION:

**“WHERE WILL YOUR ASSOCIATION BE  
IN 10 YEARS?”**

**YOUR ANSWER MAKES A BIG DIFFERENCE!**

**WHAT YOU DO IS EVEN **MORE** IMPORTANT!**

***/// ACTION ///***