KRTA MEMBERSHIP . . .

WE ARE FAMILY !

2019

32,820 GOAL

48,280 POTENTIAL

Determine what non-members need from State, District, and Local associations.

1. **Make personal contact a priority.**
2. **Discover what persons want or need.**
3. **Remind inactive and active members of the benefits of belonging.**
4. **Identify who isn't involved!**

5. Conduct an exit interview with those whose membership has lapsed.

6. Diversify events.

1. Make personal contact a priority.

Organize the database into common groups and discuss ways of attracting new members.

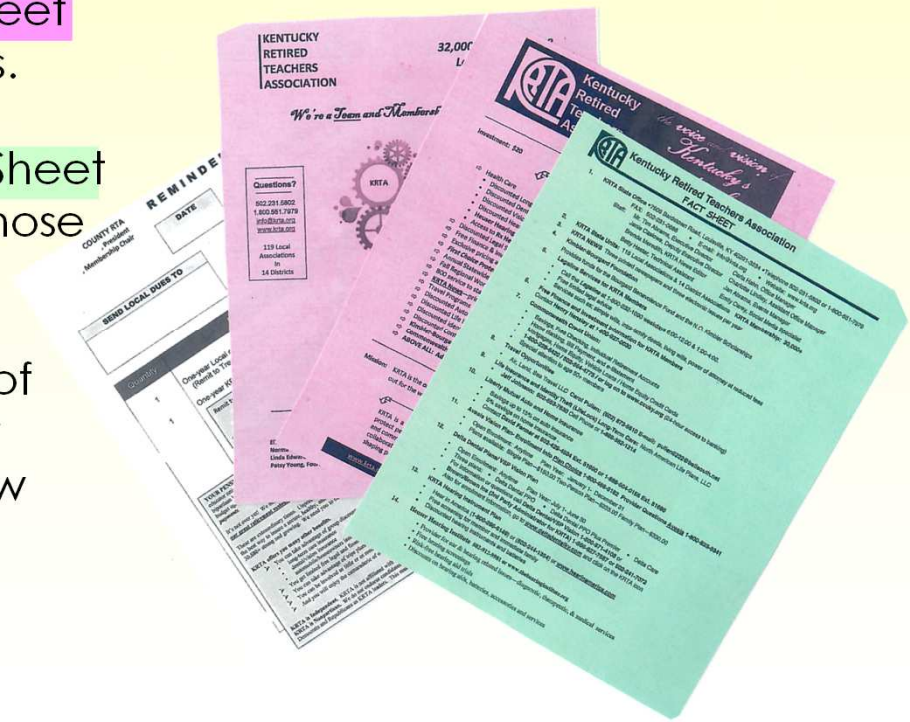
Divide members into groups based upon the place from which they retired in order to encourage attendance and to increase membership.

Discuss how to improve specific methods currently practiced in order to improve knowledge of available benefits.

- **DISCUSS:**
- What are 3 things that your District and Local are doing well and should continue?
- What are 3 things that your District and Local should discontinue?
- What is the one thing that your District and Local could implement?

Provide handouts listing benefits with examples and specifics for each one.

- ✓ Share the Pink Sheet with list of benefits.
- ✓ Share the Green Sheet with specifics of those benefits.
- ✓ Consider the use of the Reminder for recruitment of new members.



Identify inactive persons and encourage them to join.

Do you know someone who is no longer attending your meetings and activities? A special contact could reengage them.

Develop a brief survey to learn what types of events your members would prefer.

- Survey Monkey is a simple online tool members can complete in a brief period of time and you are quickly able to tabulate and identify the results.

Sample questions…

SAMPLE QUESTIONS . . .

1. What is the best time for you to meet with the retired teacher group? Morning? Afternoon? Evening?

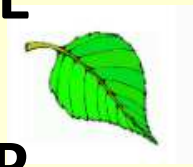
2. Day of the week? Monday, Tuesday, Wednesday, Thursday, Friday?

3. Are you satisfied with the schedule of meeting four times a year? Yes or No?

4. What type of events interest you most? Potluck meal? Guest speakers? Service projects? Other?

Have a successful year bringing the KRTA family together!

WE'RE HERE TO HELP YOU.



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