

Retention and Recruitment Ideas

- Display the NARFE static cling decals on your cars
- Use the NARFE address labels and stickers
- Leave your NARFE Magazine in business lobbies
- Write letters to the editor
- Produce a monthly newsletter
- Hold monthly meetings - don't skip Summer or Winter months
- Invite Senators and Representatives to speak at meetings
- Appoint a retention chairperson
- Welcome all meeting attendees - especially new members/potential members
- Schedule interesting speakers and topics at meetings
- Sell NARFE logo shirts and hats to members
- Purchase adds in restaurant place mats
- Post newsletters or membership info on bulletin boards in government buildings
- Attend federal employees union or association meeting and conventions to advertise NARFE
- Appoint a trips and tours chairperson
- Develop a phone committee for meetings, etc.
- Hold discussions on current news items that affect us
- Encourage attendance at Federation conventions
- Encourage members to become recruiters
- Send newsletters to all Senators and Representative(s) in your area
- Use email alerts for all members with email addresses.

Every chapter should be able to use some if not all of these suggestions to promote NARFE and spark interest in your chapter that will improve retention and recruitment.