



# **TRTA: TEAMWORK IS KEY**

## **THROUGH THE FIRST VICE-PRESIDENT/ MEMBERSHIP**

### **RESOURCE GUIDE 2017-2018**



**NEW**

All forms in this guide are available online [www.trta.org](http://www.trta.org)



### **Duties of TRTA District First VP and Membership Committee Chairman**

1. Preside at district meetings in the absence of, or at the request of District President;
2. Serve as District Membership Committee chairman and appoint its members;
3. Distribute TRTA membership information to local units;
4. Assist Local Units in developing membership campaign plans;
5. Monitor and support Local Unit membership activities;
6. Collect *Each One Bring One* forms from Local Unit and conduct the drawing during convention caucus;
7. Identify district areas where Local Units are needed and assist in their development; and
8. Perform other duties to fulfill the objectives of TRTA.

### **Duties of TRTA Local Unit First Vice-President and Membership Committee Chairman**

1. Preside at meetings in the absence of, or at the request of, the Local Unit President, and act for the President in his or her absence or inability to serve;
2. Serve as chairman of the membership committee for the local unit and appoint its members;
3. Develop a plan to involve members to recruit, retain, regain and members;
4. Promote *Each One Bring One* program and submit appropriate forms to the District 1<sup>st</sup> VP;

5. Keep the District Membership committee chairman informed of membership status and activities;
6. Perform other such duties as necessary to fulfill the objectives of TRTA.  
(Suggested activities are found on p. 14-16, of the Resource Guide.)

### **Basic Guidelines for Membership Drive and Timeline**

- The membership drive conducted by the Local Units should be as simple and straight-forward as possible.
- The basic responsibility for the Membership Chairman and membership committee is to RETAIN current members, REGAIN former members and to RECRUIT new members.
- Working with the 1<sup>st</sup> VP/Membership Chairman, the Treasurer will collect dues, make deposits, and send membership dues to TRTA office.
- Additional duties for the 1<sup>st</sup>VP/Membership Chairman and for the Treasurer can be found in the TRTA Resource Guide
- The 2016-2017 TRTA Membership Enrollment Form is on p. 2 of the First Vice-President/Membership Resource Guide and the TRS 593 Form is on p.192 in the Leadership Manual.

**Membership drive: March 1 – February 28**  
**MEMBERSHIP PROGRAMS:**

### **Each One Bring One**

The initiative gives current TRTA members the chance to win \$100 for recruiting new members. A new recruit is defined as a person who has never joined TRTA or who has not been an active member in the past three years. The Local Unit First Vice-President/Membership Chairman will ensure the records for the prize drawing are accurate.

### **TRTA Membership Awards and Incentive Program**

TRTA recognizes membership growth for *two Districts* and *two Local Units* based on membership as of March 1 of the current year

- One Districts and one Local Unit with the **highest percentage** of membership gains, and
- One Districts and One Local Units with the **highest number** of members gained.

### **Incentive Program for Local Units**

- Rewards every Local Unit \$10 for each additional member not participating the past 3 years

Membership numbers as of March 1st of the current year are compared to the membership numbers as of March 1st of the prior years.

### **TRTAConnect**

Allows the First Vice-President/Membership Chairman and the Treasurer to work as a team to track membership throughout the year. If your unit is not using TRTAConnect, contact Brenda ([brenda@trta.org](mailto:brenda@trta.org)) to find someone in your area to train you! (See 1<sup>st</sup> VP Resource Guide p. 13)

## Ideas to Help Increase Local Unit Membership:

- Use and customize the **Online Membership Brochure** at [www.trta.org](http://www.trta.org) – Membership – Local Unit Enrollment Brochure Interactive
- Appoint a Membership Committee.
- Adopt a recruiting strategy.
- Make the unit meetings fun and valuable to attend.
- Publicize all your good works: newspaper, newsletter, website, Facebook, etc.

## Membership Timeline

### **January/February**

Begin planning a membership campaign for the next membership year.

Include attainable, measurable goals and activities to attain goals.

Establish methods of contacting the at-large members.

Focus goals and activities on **RETAINING**, **REGAINING**, and **RECRUITING** members.

### **March**

Implement membership drive plans.

Utilize TRTA Local Unit membership report to connect to active, inactive and terminated members.

### **April/May**

April 1- Submit first membership reports through TRTAConnect between the 1<sup>st</sup> and 15<sup>th</sup> of each month.

### **June**

Complete and send all membership reports to the TRTA office **on or before June 1.**

Submit dues collected **after June 1** to the TRTA office the 1<sup>st</sup> - 15<sup>th</sup> of every month.

Submit forms and dues to TRTA office by June 1<sup>st</sup>, if not using TRTAConnect.

### **July/August**

Compile Local Unit membership list for the yearbook.

### **September/December**

Continue Local Unit membership drive.

### **October**

Send reminder letters to, or make contact with current and former members who have not renewed their membership.

### **January/February**

Submit membership dues for the current year to the TRTA office **by February 15<sup>th</sup>.**

Membership count up to the last day of February determines the

- Number of delegates for the annual convention
- Membership and Incentive Awards

Submitted membership dues **after March 1<sup>st</sup>** will be credited on the subsequent membership year.

## TRTA First Vice-President/ Membership Chairman



**RETAIN!**

**REGAIN!**

**RECRUIT!**

**At the 2017  
Annual Convention  
March 27-28, 2017  
Austin, Texas**

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# WHAT IS TRTA?

The Texas Retired Teachers Association is an independent non-profit organization of over 81,000 retired public school and higher education personnel, it is the largest organization of its kind in the nation. TRTA's objectives are:

- To promote the professional, economic, intellectual, social, and healthy well-being of retired school personnel;
- To provide and maintain a functional and united organization for all retired school personnel;
- To provide guidance to activities of local units of TRTA;
- To cooperate with associations of retired school personnel of equal status, with associations of active school personnel, and with other associations of retired persons in solving problems of mutual concern; and
- To encourage retired public school and higher education personnel to give voluntarily of their time, talents, training, and experience in the furtherance of education and civic endeavors in the community, the state, and the nation.

TRTA is the only organization solely dedicated to advocating for the interests of retired public school personnel through legislative involvement and other avenues. Membership in local units advances the mission of TRTA. Contact TRTA at 1-800-880-1650 or [www.trta.org](http://www.trta.org)

## WHAT TRTA IS NOT!

**TRTA is NOT the Teacher Retirement System of Texas (TRS).** TRS is a state agency that is responsible for investing our retirement fund and managing the TRS-Care Health Care Program. TRS, by law, cannot advocate for the interests of teachers and other school personnel.

To contact TRS, call 1-800-223-8778 (1-800-223-TRST).



Texas Retired Teachers Association | The Voice For All Public Education Retirees

313 E. 12th Street, Suite 200 | Austin, TX 78701-1957

1.800.880.1650 | 512.476.1622 | www.trta.org

# 2017 - 2018 TRTA MEMBERSHIP ENROLLMENT FORM

Name \_\_\_\_\_

Address \_\_\_\_\_ Date of Birth \_\_\_\_/\_\_\_\_/\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

I receive an annuity from a teacher retirement system: ☐ Yes ☐ No

TRTA membership year is July 1, 2017 - June 30, 2018. Membership dues are not tax deductible.

## TRTA OFFERS THREE EASY WAYS TO JOIN!

Please select one option and return to TRTA today.

### ☐ Option 1 - \$2.92 Monthly Payroll Deduction - Diamond Plus Program

#### Monthly Payroll Deduction: \$2.92 monthly

Complete the payroll deduction form TRS 593 and this form. Must receive a TRS annuity to enroll. The Teacher Retirement System of Texas (TRS) will withhold \$2.92 for TRTA membership dues from your monthly TRS annuity check. TRS 593 is available for download at [www.trta.org/TRS593](http://www.trta.org/TRS593).

### ☐ Option 2 - \$2.92 Monthly Bank Draft - Diamond Plus Program

#### Monthly Bank Draft: \$2.92 monthly

Attach a voided check and this form (deposit slips are not accepted) for the account debited or write your bank name, routing and account number below. I authorize my bank to honor drafts drawn by Association Member Benefits Advisors (AMBA) on my account shown below for TRTA membership dues. I hereby authorize AMBA to initiate debit entries on my account shown below. This authority is to remain in effect until revoked by me in writing and until AMBA receives such notice. I agree that AMBA shall be fully protected in honoring such debit. I authorize future increases and/or decreases in the cost of membership dues to be automatically deducted without further authorization from me.

Bank name \_\_\_\_\_

Routing number \_\_\_\_\_ Account number \_\_\_\_\_

Signature as it appears on your bank records \_\_\_\_\_ Date \_\_\_\_\_

### ☐ Option 3 - \$35.00 Annual Dues

#### Annual Dues: \$35.00 yearly

Return this form and your \$35.00 payment. Select either check (payable to TRTA) or credit card.

Check # \_\_\_\_\_ Date \_\_\_\_\_ Amount \$ \_\_\_\_\_

Please charge my: ☐ American Express ☐ Discover ☐ Master Card ☐ Visa Credit Card Expiration \_\_\_\_/\_\_\_\_/\_\_\_\_

Credit Card # \_\_\_\_\_ Signature \_\_\_\_\_

# First Vice–President

## Duties

The TRTA State First Vice–President shall:

1. Preside at appropriate TRTA meetings in the absence of, or at the request of, the president;
2. Serve as the chairman of the TRTA Membership Committee;
3. Develop, with the TRTA Membership Committee, a plan of action for the year;
4. Serve as a membership resource to assist districts and local units; and
5. Perform other assigned duties to fulfill the objectives of TRTA.

The TRTA District First Vice–Presidents shall:

1. Preside at district meetings in the absence of, or at the request of, the district president;
2. Serve as district membership committee chairman and appoint its members;
3. Distribute TRTA membership information to the local units;
4. Assist local units in developing membership campaign plans;
5. Monitor and support local unit membership activities;
6. Collect the Each One Bring One forms from the local units and conduct drawing during convention caucus;
7. Identify district areas where local units are needed and assist in their development; and
8. Perform other assigned duties to fulfill the objectives of TRTA.

The TRTA Local Unit First Vice–Presidents shall:

1. Preside at meetings of the local unit in the absence of, or at the request of, the local unit president, and act for the president in his or her absence or inability to serve;
2. Serve as chairman of the membership committee for the local unit and appoint its members;
3. Develop a plan to involve members to recruit, retain, and regain;
4. Promote the Each One Bring One program and submit appropriate forms to the district first vice-president;
5. Keep the district membership committee chairman informed of membership status and activities; and
6. Perform other assigned duties to fulfill the objectives of TRTA.
- \*7. Assist the president.
- \*8. Attend the district fall convention.
- \*9. Attend the district spring leadership training conference as the incoming first vice–president.
- \*10. Attend the first vice–president training session at the district spring leadership training conference and if possible attend the first vice–president training session at the TRTA Convention.

\* Suggested activities



## Membership Committee Duties

Policy: The TRTA Membership Committee shall promote the organization of new local units and develop plans to encourage membership in local units, districts and in TRTA. The committee shall collaborate with other standing and special committees as appropriate to further the mission of TRTA.

### Suggested Activities

#### **The TRTA State Membership Committee Chairman:**

1. Develop with committee members a membership campaign plan.
2. Introduce the TRTA membership campaign plan to the district chairmen and enlist their cooperation.
3. Communicate with district membership committee chairmen to coordinate TRTA and local unit membership goals.
4. Work with other TRTA committee chairmen to coordinate membership campaign activities.
5. Serve as presenter to train district and local unit counterparts at the TRTA Convention.

#### **The TRTA District Membership Committee Chairmen:**

1. Introduce the TRTA membership campaign plan to the local unit chairmen and enlist their cooperation;
2. Establish a list of assignments, including who is responsible, and when each task is to be completed;
3. Request reports on accomplishments of assigned tasks;
4. Report the TRTA and district membership growth at the fall convention and the spring leadership training conference;
5. Stimulate the organization of new local units and strengthen weak units;
6. Serve as presenter of the local unit membership training at the district spring leadership training conference; and
7. Attend the TRTA Convention first vice-president training session.

#### **The TRTA Local Unit Membership Committee Chairmen:**

1. Relate information received from the TRTA and district membership committee chairmen to local unit members;
2. Develop a plan to involve members to recruit, retain, and regain;
3. Report membership progress at each meeting;
4. Establish a list of assignments indicating who is responsible and when each task is to be completed;
5. Request reports on accomplishment of assigned tasks;
6. Work with retirement education committee chairman; and
7. Attend the first vice-president/membership training session at the district spring leadership training conference and if possible attend the first vice-president/membership training session at the TRTA Convention.

## MEMBERSHIP DRIVE BASIC GUIDELINES

### **Working Together: First Vice President/ Membership Chairman and Treasurer**

The membership drive conducted by the local units should be as simple and straight-forward as possible. The treasurer and First Vice-President/Membership Chairman must work together to accomplish the task. The basic responsibility for the membership chairman and membership committee is to **RETAIN** current members, **REGAIN** former members and to **RECRUIT** new members. The basic responsibility of the treasurer is to handle the dues, make deposits, and send membership dues to TRTA office. Although these are the basic duties of each position, there are times when an overlap of duties does occur, making a close working partnership essential. See TRTA 1<sup>st</sup> VP Resource Guide for monthly duties.

### **Membership Timeline**

#### **January/February**

Local units begin planning a membership campaign to impliment for the upcoming membership year.

The campaign plan should include attainable goals, activities set to attain goals, and ways to measure the results.

Methods of contacting the at-large list should be part of the campaign plan. The goals and activities will focus on **RETAINING** current members, **REGAINING** former members who have dropped out of TRTA and the local unit, and **RECRUITING** new members. The state membership brochure will be reviewed and revised, if necessary.

#### **March**

Local units implement their membership campaign plans.

The TRTA membership report (a computer printout of all TRTA annual active, inactive and terminate members in the local unit) is sent to the treasurer and membership chairman. The Treasurer and First Vice-President will review this printout and address corrections and changes with the TRTA office.

#### **April/May**

Membership drive continues.

Local Units using TRTAConnect will submit membership reports through the between the 1<sup>st</sup> and 15<sup>th</sup> of each month.

April 1-- Submit first membership report via snail mail.

#### **June**

All membership reports should be completed and sent to the TRTA office on or before **June 1**.

**Dues collected after June 1 should be submitted to the TRTA office between 1<sup>st</sup> – 15<sup>th</sup> of every month. Local units NOT using TRTAConnect should complete forms to TRTA office by June 1.**

#### **July/August**

Local unit membership list should be compiled for the yearbook.

#### **September/December**

Local units continue to focus on the membership drive.

Continue to submit membership forms forms and dues to TRTA office.

#### **October**

Reminder letters are sent or persona; phone calls are made to members who have not paid and to former members who have dropped their membership.

#### **January/February**

Membership dues arriving at the TRTA office **before** March 1<sup>st</sup> will be credited to the current membership year, unless otherwise noted by the treasurer. Membership dues arriving **after** March 1<sup>st</sup> will be credited on the subsequent membership year. This is done because the last day of February is the cutoff date for determining the following:

1. Number of delegates for the annual convention
2. Final membership totals used to determine district awards for the highest number and highest percentage increase
3. Final number for the "Incentive Program" (if applicable)

# Regaining Members

Regaining a member who has not rejoined the organization for one or more years is just as important as recruiting and retaining new members. Recruiting new members and regaining inactive members is the desired goal.

## Identify Lost Members

TRTA sends a list of non-renewing members to the local treasurer and the membership chairman early in the year. Use this list, along with local unit records, to identify members who are no longer active. Assign these individuals to specific members for personal contact.

## Committee for Personal Revival

When a member becomes inactive, it's time for CPR (**Committee for Personal Revival**) and a personal invitation to the next meeting. Several members on a **CPR** can do wonders in regaining a lost member. One member of the committee making a WE HAVE MISSED YOU, WE NEED YOU, WON'T YOU REJOIN US telephone call or visit may be just the thing. If there is no response or hesitation to communicate by the lost member, attempt to determine if something happened to cause disassociation. A reminder letter is good. Personal contact may succeed with more people.

## Make It Fun

Form teams to work on regaining members. Divide the **CPR** Committee into working teams or allow committee members to seek other members as volunteer helpers. Compete for the most members regained. Provide incentives for the team regaining the most members. Use awards, prizes or fun recognitions. Perhaps have a function at which the winning team eats steak and the other team eats hot dogs. Maybe even work out a way to include the regained members in the fun.



# Implementation for New Member Recruitment and Planning (suggested)

## Identifying Prospects

1. Contact local school districts to get names of both mid-year and end-of-year retirees;
2. Reach out to retirees from past years (focus on third-year retirees);
3. Invite active public school and higher education employees to your meetings;
4. Search out retirees from other areas, and other states, who now reside locally;
5. Check past membership list for those who have not renewed membership;
6. Encourage and invite others interested in the welfare of retired school and higher education personnel; and
7. Welcome spouses of members.

## Obtaining Information about Prospects

1. Request a list from the local school districts;
2. Review ISD board minutes for the last four years to discover board approved retirees;
3. At the last two meetings and first two meetings of the year, provide a form for current members to list names of known retirees;
4. Watch local newspaper articles for identification of retiring personnel
5. Note retiree names that are mentioned by friends, at church, in stores; and
6. Conduct a retirement education event for those who will retire in the next five years.

## Making a Prospect a Member

1. Send personal invitation letters, with membership forms, to all known non-member prospects;
2. Use present member volunteers to make personal call prospects;
3. Ask to be on the program at retiree receptions and obtain permission to give each retiree an invitation letter containing a membership application;
4. Invite prospects to be guests at meetings;
5. Ask members to recruit prospects from their alma maters;
6. Request PTA units to present memberships to retirees from their campuses;
7. Send a copy of the local unit newsletter to prospects;
8. Provide convincing information about the importance of TRTA at retirement education events;
9. Sponsor a retirement breakfast, luncheon or reception;
10. Provide information about TRTA member benefits; and
11. Unite groups of members to give memberships or have the local unit give first year free membership.
12. Prepare newspaper articles in mid-summer with information about your local TRTA unit.

## Connection with Non-joining Members

1. Keep prospect lists, files and databases from year to year;
2. Contact each prospect several times the first retirement year and at least once each year until he or she joins;
3. Ask a current member friend to make personal contact;
4. Send even non-joiners the first newsletter of the year; and
5. Provide at-large membership application materials.
6. Recognize new or returning members at Every meetin/gathering.



# Membership Retention

## Orientation

Orientation is necessary to motivate a member about the organization and the organization's work. Concentrate on providing organizational structure, promotion of annuities and health care for retirees, member benefits, and local community service. Remember that organizational history is much more important to those that helped make it, but much less important to new members who were not involved. Ask new members what they would like to know about the local unit, the district and TRTA. A special meeting for new members might be scheduled to initiate orientation. Use current members to cite facts, data, information about TRTA at meetings.

## New Member Involvement

We are often advised that the best way to keep new members is to give them a job to do. Give them ownership by asking them to accept certain responsibilities in the local unit. This is good advice if the new member wants to become actively involved. Certainly the local units can benefit from additional working members. Consider the opposite position. **Some retirees don't join because they don't wish to attend meetings or accept volunteer responsibilities.** Take care of either situation by being candid with new members. **Tell them their involvement is needed and welcomed, but they need be only as active as they wish.**

## Magnetic Meetings

Plan meetings for different interests throughout the year. Remember that local units now have members whose ages range from fifty to more than ninety years.

That presents a difficult, but necessary challenge in program selection. No member should expect to be excited about every presentation. However, if there is a continuous lack of programs which are satisfactory to certain segments of the membership, expect to see a reduction in attendance by that group. Are both women and men considered when planning programs and activities? Are the meeting times, days and places satisfactory for the most members? Do these factors automatically prohibit certain members from attending? Would a meal meeting attract more members or would that cause some to stay away? One way to plan for the wishes of most of the members is to survey the membership once a year. Ask the questions that will provide the needed information. **Plan fun or light activities from time to time, membership involvement, or different scenarios such as a sports game, visiting a historical site, etc.**

## Community Service

Many persons like to belong to an organization that is doing something, particularly doing something needed in the community. There is no better way to get to know another member than working together on a project. There are many needs in every community. Working with the TRTA Children's Book Project is a wonderful opportunity. The list of other available projects is limited only by the extent of our leaders' imaginations. This volunteer involvement also counts for CVS hours!

## **Each One Bring One**

### **Instructions and Timeline**

This year, we are continuing the TRTA membership initiative “Each One Bring One.” The initiative gives current members the chance to win \$100 while recruiting new members. The local unit First Vice-President/Membership chairman will ensure the records for the prize drawing are accurate and submitted to the district First Vice-President/Membership Chairman.

### **Membership Drive is March 1 to February 28**

Current TRTA members become eligible for entry in the drawing for each new member recruited to join. A new recruit is defined as a person who has never joined TRTA or who has not been a member in the past three years.

When a new member joins, the recruiting member submits the dues and the “Each One Bring One” recruitment form to the local unit treasurer. (Please copy the attached sheet of forms and distribute them to your members). The local unit treasurer and first vice-president/membership chairman sign the form to confirm payment and eligibility. The recruiting TRTA members receive one entry per each new member they have recruited.

The local first vice-president/membership chairman forwards the recruitment form to the district first vice-president.

The district first vice-president retains the recruitment forms which will be used as the entry forms in the drawing.

### **March 1**

All “EACH ONE BRING ONE” Recruitment Forms should be returned to the District First V-President. DO NOT MAIL THE FORMS TO THE TRTA OFFICE.

### **March/April – TRTA Annual Convention**

The district first vice-president brings all recruitment forms to the district caucus where the drawing will be conducted.

The winning entry will be drawn and presented a crisp \$100 bill at the district caucus. Should a winner not be present, the District President is responsible for getting the \$100 bill to the district's winner.

A complete description of the rules in addition to the recruitment form may be downloaded and printed online at [www.trta.org/eachonebringone](http://www.trta.org/eachonebringone).

## "EACH ONE BRING ONE" RECRUITMENT FORM

### LOCAL UNIT MEMBER

Name: \_\_\_\_\_ Member ID: \_\_\_\_\_

Local Unit: \_\_\_\_\_ District #: \_\_\_\_\_

### NEW RECRUIT (Has not been a state member for the past three years)

Name: \_\_\_\_\_ Join Date: \_\_\_\_\_

### CERTIFICATION

☐ I certify that the above new recruit qualifies for the "Each One Bring One" Campaign.

Local Unit Membership Chairman: \_\_\_\_\_

Local Unit Treasurer: \_\_\_\_\_

#### LOCAL UNIT MEMBER INSTRUCTIONS

After recruiting new member and collecting dues:

1. Fill in your name, member ID, local unit and district number.
2. Fill in new recruit name and join date.
3. Submit completed form to your Local Unit Membership Chairman by February 15.

Prize drawing will be conducted at the TRTA Annual Convention during your District Caucus.

For more information please visit [www.trta.org/eachonebringone](http://www.trta.org/eachonebringone).

## "EACH ONE BRING ONE" RECRUITMENT FORM

### LOCAL UNIT MEMBER

Name: \_\_\_\_\_ Member ID: \_\_\_\_\_

Local Unit: \_\_\_\_\_ District #: \_\_\_\_\_

### NEW RECRUIT (Has not been a state member for the past three years)

Name: \_\_\_\_\_ Join Date: \_\_\_\_\_

### CERTIFICATION

☐ I certify that the above new recruit qualifies for the "Each One Bring One" Campaign.

Local Unit Membership Chairman: \_\_\_\_\_

Local Unit Treasurer: \_\_\_\_\_

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1. Fill in your name, member ID, local unit and district number.
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For more information please visit [www.trta.org/eachonebringone](http://www.trta.org/eachonebringone).

## "EACH ONE BRING ONE" RECRUITMENT FORM

### LOCAL UNIT MEMBER

Name: \_\_\_\_\_ Member ID: \_\_\_\_\_

Local Unit: \_\_\_\_\_ District #: \_\_\_\_\_

### NEW RECRUIT (Has not been a state member for the past three years)

Name: \_\_\_\_\_ Join Date: \_\_\_\_\_

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☐ I certify that the above new recruit qualifies for the "Each One Bring One" Campaign.

Local Unit Membership Chairman: \_\_\_\_\_

Local Unit Treasurer: \_\_\_\_\_

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After recruiting new member and collecting dues:

1. Fill in your name, member ID, local unit and district number.
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3. Submit completed form to your Local Unit Membership Chairman by February 15.

Prize drawing will be conducted at the TRTA Annual Convention during your District Caucus.

For more information please visit [www.trta.org/eachonebringone](http://www.trta.org/eachonebringone).

## Diamond Plus

*Diamond Plus provides TRTA members with:*

- Permanent membership card
- Hassle-free membership renewals
- No additional cost to participate
- Dues paid monthly (\$2.92 per month) instead of annually

*Become a Diamond Plus Member by:*

- Current TRTA Members can sign up at the beginning of the membership year by filling out forms for monthly TRS annuity deduction or a bank draft.
- Associate members can only pay using a bank draft
- New TRTA Members can sign up immediately by filling out forms for monthly TRS annuity deduction or a bank draft

The Membership Enrollment form and TRS 593 can be found on the TRTA web site under the Forms button. Both forms should be sent to the Membership Dept. at TRTA, who will take the TRS form to them.

*Diamond Plus advantages include:*

- Eases workload for local units by saving them time and money and makes record-keeping easier
- Allows TRTA to be better stewards of membership dues by spending less on mailing renewals and paper cards and more on legislative activity.

Please note: any and all TRTA members who wish to become Diamond Plus participants by converting to either current monthly or bank draft methods may do so upon their next renewal. TRTA will feature a Diamond Plus booth at Convention where attendees can sign up for Diamond Plus and receive their cards on the same day. Other new or renewing membership sent by mail will receive their cards after Convention.

Thank you for all the work you are doing to encourage membership growth! With your help, we can make TRTA a stronger, more efficient organization focused on service to its members!

## **TRTA Membership Awards Program**

The TRTA Awards Program consists of awards, both at the district and local levels.

Each year at convention two District Membership Awards are given based on the district membership as of March 1 of each year. One certificate is given recognizing the district with the highest percentage of membership gains, and the other is given to recognize the district with the highest number of members gained. The presidents of the districts winning the membership awards will receive certificates of recognition and plaques remain at the TRTA office.

Each year at convention two Local Membership Awards are given based on the local unit membership as of March 1 of each year. One certificate is given recognizing the local with the highest percentage of membership gains, and the other is given to recognize the local with the highest number of members gained.

The TRTA Incentive Program rewards local units that have increased their membership over the previous year. Membership numbers as of March 1st of the current year are compared to the membership numbers as of March 1st of the prior year. Local units receive \$10 for each additional member over the prior year.





As a volunteer for your TRTA local unit, you have many jobs. It's not always easy, and sometimes you may feel you need another you to get it all done!

The value you add to TRTA has not gone unnoticed, and neither has the effort you put into your role on a daily basis. That's why TRTA has created a new tool to make your job easier.

### **TRTACONnect is an easy, secure, time-saving marvel.**

With TRTACONnect, you can streamline your membership reporting, pay state dues online, and track your local unit members in real time! With new technology comes new concerns. We want you to be one of the first TRTA local units to try TRTACONnect.

Contact Brenda (brenda@trta.org) in the TRTA office to participate in a quick training session and learn how easily TRTACONnect can meet your membership reporting needs.

Texas Retired Teachers Association | 313 E. 12th Street, Suite 200 | Austin, TX 78701  
800.880.1650 | 512.476.1622 | [www.trta.org](http://www.trta.org)

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### **Yes! Please contact me about TRTACONnect.**

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

Local Unit \_\_\_\_\_ Phone \_\_\_\_\_

How many hours per week do use a computer? \_\_\_\_ 1-2 hours \_\_\_\_ 3-5 hours \_\_\_\_ 6-10 hours

On a scale of 1 to 5, please rate your comfort level using computers?

1 being very comfortable and 5 being very uncomfortable \_\_\_\_ 1 \_\_\_\_ 2 \_\_\_\_ 3 \_\_\_\_ 4 \_\_\_\_ 5

# Keep Your On Membership

## **Improve the quality of your unit**

Greet and know all of your members.

Know the needs of your community.

Develop a plan to improve unit image.

Make necessary changes – implement your plan.

Ask for and welcome comments, suggestions, input-often

## **Invite others to join TRTA**

Appoint a Membership Committee.

Adopt a recruiting strategy.

Keep what “works.”

“Tweek” or discard what doesn’t work.

Develop a prospect list.

Conduct a recruiting campaign.

## **Inform your unit members**

Publicize all your good works: newspaper, newsletter, website, Facebook, etc

Plan programs that are informative, fun and involve members.

Provide ongoing education to all members.

Effectively communicate to members through announcements, bulletins and phone calls.

## **Involve all the members of your unit**

Make the unit meetings fun and valuable to attend.

Schedule worthwhile service projects.

Assign all members to at least one committee.

Recognize members for their contributions.

Urge members to participate in projects.

## **Inspire members of your unit**

# TRTA MEMBERSHIP IDEAS

## How To Determine Who Potential Members Are: (Local Unit)

1. Make list, cards or files of active and former members in unit.
2. Use At-Large membership list from TRTA to identify potential members.

## Finding Prospects:

1. Request from local superintendents names and addresses of employees who are retiring at end of year.
2. Ask each unit member to provide names and contact information of school personnel who have retired or will be retiring.
3. Research old school directories and annuals to identify former school employees.
4. Review school board minutes (March – July) for the past several years to find employees who were approved for retirement.
5. Check newspapers for articles pertaining to school board actions concerning personnel matters.

## Once You Have Found Them, Never Let Them Go!

1. Keep prospect lists/files from year to year.
2. Invite new retirees to social and informational functions
3. Contact each prospect at least once each year. (Never give up!)
4. Have each active member make personal contact with a prospect. (In person, by phone, by letter or email)
5. Have membership committee send a letter of invitation to join to each prospect at the beginning of each year.
6. Have members call each prospect, inviting them to the first meeting each year.
7. Include prospects in legislative-action activities along with unit members.
8. Send copies of unit newsletters to prospects.
9. Send copies of legislative updates to prospects and active teachers.
10. Share copies of *The VOICE* with prospects and active teachers.
11. Make prospects aware of *The Inside Line*.
12. Set up and maintain a current website and/or Unit Facebook page.

# **Ideas for Recruiting and Retaining Younger Association Members**

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- **Vary the meetings. Do not do the same thing over and over and expect different results.**
- **Younger retirees are knowledgeable and communicate electronically by email, web sites, blogs, Face Book, and Twitter. The Internet provides you with free marketing opportunities for your association 24/7, 365 days a year!**
- **They like to work at their own pace, and look for flexibility in their attempt to balance work, family, and volunteerism.**
- **Keep an up-to-date web site and change the content often.**
- **Vary your recruitment tactics to include networking at local gathering places. They like networking at least once a month.**
- **They are looking for a cause, benefits, or legislative answers for their membership dues.**
- **The 1<sup>st</sup> and 2<sup>nd</sup> meetings are critical.**
- **They want progressive leadership. Leaders must delegate effectively. Poor leadership is the #1 reason why volunteers quit.**
- **They like to have fun. Help sponsor/volunteer/participate in a fun community event (i.e., civic/sporting event, local entertainment venue, or a walk/run event).**
- **Adopt a local cause to be known for where your members participate. Wear name badges and publicize your participation so everyone can identify your association with the cause. This enables your members to get recognition for a job well done.**
- **Consider offering the first year free or offer reduced membership for new recruits.**
- **Provide some kind of snacks for a future teachers meeting at the school. Let them know that a state and local associations exist and leave newsletters and contact info with them.**