

Elva G. Garcia (2) Tri-County Retired Teachers Association junie@awesomenet.net

1. Backyard Barbeque at the home of membership chairman hosted by executive board and membership committee was held on a summer evening. Music, barbeque with trimmings, drinks, dessert and fellowship made the event special. Brochures and enrollment forms were available to all present and guests took copies to recruit their friends.
2. At first meeting of the year one local unit honored recent retirees and gave brief information about TRTA and local unit, provided enrollment forms and gave yearbooks to those who joined so that they could continue to attend their monthly meetings.
3. Brought potential members, both active and associate, as guests to meetings throughout the year and encouraged them to enroll. Must always have enrollment forms and extra newsletters available at all meetings. Newsletters provide answers to their question "what do you do?"
4. Used the at-large list to recruit, through phone calls and letters, all members whose membership was or was about to expire. Phoned first to confirm their mailing address and get their email addresses. Encouraged them to join local unit and asked if they prefer an emailed letter.
5. Recruitment letters were sent out to recent retirees; brochures and enrollment forms with payments options were included. Kept record of letters send and followed up with a phone call.
6. Congratulatory letters were sent to new retirees with invitation to first meeting and other local unit and TRTA information.
7. Brochures and enrollment forms left in teachers lounges at local schools during April and May.
8. District hosted a Retirement Seminar and provided enrollment forms for local units within the district.
9. Individual members from local unit gifted the first year membership to end of year retirees.
10. The membership chair, who had been a school secretary, contacted many of the retired personnel in her school district. She knew everyone in that district since she had worked for the district for many years. Letters or phone calls were made to all on her list.
11. Electronic recruitment letters with pertinent information about TRTA and local unit were sent to potential members. Email addresses were obtained from another organization a member belonged to.
12. Local unit members brainstormed for possible lost members and retirees who had never joined. A list was developed and list of names was divided among membership committee and volunteers wanting to help recruit.
13. Provided current members with Each One, Bring One forms so they could go looking for and enrolling new members

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From: Madolyn Noble, (17) Terry County Retired Teachers Association madolyn@nts-online.net

We attend receptions for retired teachers that are sponsored by some of the schools in our area providing information and brochures about TRTA and our local retired teacher association.

A letter of invitation is sent giving information and inviting new retirees to join along with an enrollment form. Another letter with a different format is sent to all retirees who have not joined in the past. A personal phone call is made as a follow-up. (over)

Encourage members to contact all retired teachers and other retired school personal that are not members of TRTA and the local unit.

In late summer when the watermelons are being harvested, we host a watermelon party for retirees who are not members. At that time we issue another invitation and provide yearbooks and

other TRTA information.

Mentors are assigned to retirees. They offer to bring new members to meetings and keep in touch with them by phone and visiting with them. This works well in a small community

A Retirement Seminar hosted by the district providing information and enrollment forms for the local units in the district.

A meeting of all those planning to retire hosted by a local unit, providing information about TRTA can prove to be successful. If meeting is a lunch meeting, pay for the new retiree's meal.

Have brochures and information available in the teacher's lounges.

Refer to the at-large list to recruit members by phone and with letters.

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Lacrecia Rising, (8) Lamar-Delta Retired Teachers and School Employees Association risinger41@gmail.com

I can't tell you how important it is to have an Executive Board. It matters not the size of your unit. This board consists of your officers and committee chairmen which will give you 10 or more. Meet a week or two before your general monthly meeting to discuss/plan any issues, awards, nominations, speakers, etc. If you think you have no reason to meet this month, meet anyway and generate a new project such as what else can our unit do for Active Teachers or our community? Recruitment and Retention falls under the office of 1st VP -NOT THE PRESIDENT-but there is no way one person can do it all!!!! This is also where your Executive Board comes in. That is your Membership Committee. Divide the State Membership List so that every Committee member gets a page or two. They don't even have to ask for it !!! This gives everyone OWNERSHIP and we all want the increase. When the treasurer gives a name by name report, we give a SHOUT, especially if it is on my page.

All of your membership needs to carry FLYERS at all times. It is amazing how many new members you get by being able to sign them up on the spot and get their cash or check. I have started going to water exercise class and this was my first to recruit someone in my swimsuit !! Oh well, you don't want to miss an opportunity.

You also get an AT LARGE LIST from state each year. Work that list with phone calls or letters! These are people who are State Members but NOT local. Let them know they are welcome. INVITE them to join you. Use that word.

Because our unit is known and welcomed in each school system we also get a list of current retirees each year. Then you better know that these folks are contacted by phone, letter,e-mail, in person or any or all of these ways.

Don't leave out any one! Most of our locals are by counties. Make sure that every school and retired person in your county knows about your unit. If your President is a retiree of Risinger ISD, don't limit your recruitment to that one school. These other schools are not your SPORTS RIVALS, they are Retired Employees. Again INVITE EVERYONE IN YOUR BOUNDRIES including custodians, bus drivers, maintenance, cafeteria workers to come be a part of your growing unit.