

REGAIN

SUGGESTED ITEMS FROM RESEARCH

1. DETERMINE WHY A MEMBER LEFT
2. USE PERSONAL CONTACT
3. COMMUNICATE
4. STRESS THE VALUE AND IMPORTANCE OF MEMBERSHIP

.

ACTIVITIES USED BY UNITS TO REGAIN MEMBERS

1. MAKING REGAINING OF MEMBERS IMPORTANT BY SETTING GOALS
2. DEVELOP A "BUDDY" SYSTEM
3. PRINT MEMBERSHIP CARDS FOR MEMBERS TO CARRY & DISTRIBUTE
4. COMMUNICATE VIA PHONE CALLS, LETTERS, NEWSLETTERS, E-CARDS, E-MAILS
5. DEVELOP REMINDERS OF WHY MEMBERSHIP IS IMPORTANT
6. USE A COMMITTEE TO FIND OUT WHY MEMBERS MAY BE LEAVING

THIS FORMULA WAS IMPORTANT TO YOU WHEN YOU RETIRED:

YEARS OF EXPERIENCE + AVERAGE SALARY X 2.3 = GOOD RETIREMENT

THE FORMULA THAT SHOULD BE IMPORTANT TO YOU AFTER RETIREMENT:

RECRUIT + REGAIN x RETAIN = STRONG TRTA = PROTECTED & BETTER
RETIREMENT

(over)

REACH OUT
ENGAGE ALL RETIRES
GENERATE INTEREST
ALL MEMBERS PARTICIPATE
INITIATE CONTACT
NARRATE ADVANTAGES OF TRTA
MEMBERSHIP

Kathy Bell (4) Klein Association of Retired Employees kbell1718@sbcglobal.net
Ken Hanson (20) Huajillo Unit Retired Teachers kdnmh2@gmail.com