

New Member Recruitment

Identifying Prospects

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

Obtaining Information about Prospects

1. Request a list and contact information from the local school districts;
2. Request under the open records act, ISD board minutes for the last four years to discover board approved retirees;
3. At first two meetings and the last 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 or retired 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 and ask for contact information upon sign in.

Making a Prospect a Member

1. Send personal invitations to social and informational functions, with membership forms, to all known prospects;
2. Use present member volunteers to make personal contact with 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. Work with PTA units to help present TRTA membership information 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 award memberships or have the local unit give first year free, or discounted membership.
12. Submit an article to the local newspaper related to TRTA membership and legislative issues in late spring and/or early summer.

Connection with Non-joining Members

1. Keep prospect lists, files and databases from year to year;
2. Invite prospects to follow your unit on a website or Facebook page
3. Contact each prospect several times the first retirement year and at least once each year until he or she joins;
4. Ask a current member friend to make personal contact with a prospect (in person, by phone, by letter or email);
5. Send non-joiners the first newsletter of the year, copies of *The VOICE* and legislative updates, and make them aware of *The Inside Line*;
6. At-large members are already members, so send them personal invitations to your local unit meeting by providing a schedule of meeting dates for your local along with a membership application.
7. Recognize new or returning members at every meeting/gathering.