



FRA MEMBERSHIP MANUAL

September 2016
3rd Edition
(Recruiting & Retention Information)

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INTRODUCTION

To Request Updates or Additional Copies Contact Membership Development
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This Membership Manual is written with recommended guidelines for recruiting and retention purposes. It is designed to provide best practices for both Branch and/or Unit members to use for membership development. There is no easy way to recruit or retain members; however, the suggestions included in this manual may be helpful.

If you find new ideas to use in your recruiting endeavors, please share them with your branch/unit members and the Membership Development group at FRA National Headquarters. When we revise the next edition, we will incorporate them into the manual.

So start reading. You'll soon see how easy it really is to add like minded Shipmates to your Branch or Auxiliary members to your unit.

FRA BASICS

Who is FRA?

An Advocate and an Ally

The Fleet Reserve Association (FRA) is a nonprofit organization made up of enlisted personnel (active duty, reserve, retired and veteran) from the U. S. Navy, Marine Corps and Coast Guard. It is the largest organization of enlisted Sea Services personnel in the world. Our membership includes over 50,000 dues-paying Shipmates who belong to one of FRA's more than 200 Branches, in the United States, Guam, Japan, and the Philippines or are carried on the Membership-at-Large rolls. Each FRA Shipmate upholds a 90+ year tradition of Loyalty, Protection and Service.

FRA has two basic purposes: 1) to represent the enlisted point of view before the U.S. Congressional and governmental committees, and 2) to assist members in solving individual career and entitlement problems.

An Advocate for You on Capitol Hill

As a Congressionally chartered association, FRA represents the interests of Sea Services enlisted personnel on Capitol Hill. Since founded in 1924, our mission has been to preserve and enhance pay, benefits, and quality of life programs for enlisted men and women who serve on active duty, reserve, and veteran or have retired.

A Powerful Ally When You Need Help

The FRA staff maintains contact with the Naval Military Personnel Center, Marine Corps Headquarters, Coast Guard Headquarters, the military finance centers, TRICARE, Veterans Affairs, and other governmental agencies to assist you personally with your career or entitlement problems.

The FRA has been accredited with the Veterans Administration for more than sixty years. FRA knows how to successfully pursue your claim through the system. FRA is also an accredited representative to the Board of Correction for Naval Records, Physical Evaluation Boards, and the Physical Review Council. No career problem is too small or too large for FRA to intervene for you on your behalf.

What FRA Does

The FRA educates members of Congress, most of whom have no military experience, on issues concerning Sea Service enlisted personnel. Testifying before Congressional committees is very important to the shipmates when advocating improved health care, increased pay, and adequate funding for programs that benefit the members and other enlisted Sea Services personnel, retirees, their families and survivors. We give legislative briefings and offer regular updates to keep our members informed about threats to pay and benefits. Intervention is a must on behalf of our members with government departments and agencies regarding career and veteran entitlements.

How FRA is Structured

We are organized by Branches throughout the United States, Japan, Guam and the Philippines. Branches meet monthly, conducting business in a democratic manner according to parliamentary procedure. There are eight regions within the Association. We are governed by National, Regional or Branch Bylaws, which include Standing Rules and Rituals.

There is no rank or rate in the FRA. Everyone is a Shipmate. Elections are held for Branch, Regional and National officers. Any member in good standing is eligible to be nominated as a candidate for office. Our annual meeting schedule includes Regional Mid-Year Meetings and Conventions as well as an Annual FRA Convention. Branches can submit resolutions to regional and national conventions for changes to bylaws and/or association procedures. Each FRA Branch is represented at these conventions by a delegate or proxy vote of its choice.

FRA Branches can sponsor an Auxiliary Unit.

What's in it for me?

Quick tips for one-on-one recruitment talks

- FRA is a nonprofit organization serving the interests of enlisted Sea Services personnel, including active duty, reserve, retired and veteran.
- You'll want to join FRA because you'll have access to direct assistance when you need it with your career and veterans benefits, you'll be better informed about your military entitlements, you'll have influence in Congress on your behalf, you'll gain access to money-saving programs available only to FRA members, and you'll enjoy fellowship with like-minded Shipmates in your community and across the country that you'd only meet through FRA.
- You're eligible to join FRA if you are active duty, reserve, retired or veteran (by length of service or disability) in the U.S. Navy, Marine Corps or Coast Guard. You're also eligible if you are or have been a Commissioned Officer with at least one day of prior enlisted service in one of the Sea Services.

What has FRA done for you?

- Expanded retirees health care benefits, including TRICARE for Life (TFL)
- Won more equitable retirement pay programs, thanks to the repeal of REDUX
- Expanded Montgomery GI Bill educational benefits
- Increased special pays and allowances
- Retained timely cost-of-living increases for retirees
- Helped increase funding for additional housing and barracks
- Encouraged veterans' preference for civilian employment
- And much, much more-read on to see for yourself

Read FRA's Milestones on page 8-9, then imagine what your life would be like today if there were no FRA to help you to protect, preserve and expand your entitlements.

FRA's History

Chartered in 1924

The Fleet Reserve Association (FRA) was formed in 1924 in Philadelphia, Pennsylvania, by Chief Yeoman George L. Carlin, USN (Ret.), a sailor who was concerned about protecting the pay and benefits of enlisted sailors. His idea stemmed from an earlier action of unorganized enlisted men who sent Chief Yeoman Robert W "Bob" White and Chief Gunner's Mate Carl H. McDonald, USN (Ret.) to Washington, D. C. in 1919 at their own expense to represent the enlisted's view on pay legislation being considered at the time. Carlin's vision to promote mutual loyalty, protection and service among Sea Service personnel is still evident in the FRA today.

FRA was formed:

- to uphold the traditions of the United States Navy, Marine Corps and Coast Guard,
- to aid in maintaining adequate defense of our country, and
- to assist in obtaining the best type of personnel for our Sea Services.

FRA pursues these goals by:

- keeping members informed on Navy, Marine Corps and Coast Guard issues,
- honoring the memory of departed Shipmates, and
- maintaining an interest in those who served and are now serving.

FRA is based on three principles

The mission of FRA is expressed in its motto: "Loyalty, Protection and Service." This motto is derived from the Association's three cardinal principles.

- **LOYALTY:** the loyalty one owes to God and Country, loyalty to Sea Services and the loyalty one owes to Shipmates.
- **PROTECTION:** protection of one's country by advocating an adequate defense to insure peace; and the protection of Shipmates by sponsoring measures beneficial to all.

- SERVICE: the rendering of service to our Shipmates and their dependents in good fortune or distress, in every possible way.

FRA is the oldest and largest professional military association exclusively serving and representing the enlisted men and women of the three Sea Services. It continues to seek protection and equity for those who serve in, or have retired from, the Navy, Marine Corps and Coast Guard. The association has demonstrated its tenacity in pursuing Congressional support for enlisted quality of life and veterans' programs for more than 90 years.

The FRA is a member of The Military Coalition (TMC), which is an organization of 32 military associations representing 5 million members. Their purpose is to discuss issues that affect all military personnel. The representatives from each of the associations meet monthly at FRA Headquarters in Alexandria, VA. Members of Congress will seek their views on important legislative matters affecting service members.

Recent Victories Won for You

There is Strength in Numbers

Were you to act alone, writing letters and visiting elected officials, your voice could easily be lost. But add it to tens of thousands of other Shipmates, and you now have considerable influence.

In fact, FRA has represented enlisted personnel before U.S. Congressional committees on every piece of major legislation affecting Sea Service military personnel since its inception in 1924. For the first thirty-five years of that period, FRA was the ONLY enlisted association appearing before the U.S. Congress. Today, there are several others, but FRA is still recognized as a strong leader among military associations.

FRA is a founding member and the leading enlisted organization in The Military Coalition (TMC), a group of 30 military and veterans associations working together to support legislation that benefits you and other veterans. Together, TMC represents more than 5.5 million active duty, reserve and retired personnel. When it throws its weight behind an issue, you can be sure your elected representatives listen.

We often tell prospective members when it comes to pay and benefits: "What Congress gives Congress can take away!" NO LAW on the books can protect the pay and benefits you have earned. Your benefits can be reduced or repealed during any legislative cycle.

FRA works to protect and improve:

- Treatment for wounded warriors
- Active and Reserve pay and benefits
- Retired pay & benefits
- Veterans benefits
- Reform of the Uniform Services Former Spouse Protection Act (USFSPA)
- Health care access and funding
- Education programs
- Family readiness
- Bonuses & special pays
- Commissaries, exchanges and other quality of life programs

There are serious threats to health care benefits. Almost every year since 2004 the Administration asks Congress to increase TRICARE fees and increase pharmacy co-pays for retirees under age 65. In addition FRA has successfully opposed efforts to reduce financial support for stateside commissaries.

Other recent threats include drastic cuts to Basic Allowance for Housing (BAH) and smaller annual pay increases for active duty personnel. FRA has expressed concern about shrinking end strengths resulting in longer deployment and shorter dwell time.

Those who served and those currently serving need to be aware of pending legislation and registered to vote. Legislators respond to those who are organized - "When I feel the heat I see the light" – Senator Everett Dirksen (IL).

Talking to your elected official is guaranteed in the Constitution, "petition gov't for redress of grievances"

FRA Response to Benefit Threats:

- FRA mobilizes grassroots program for members.
- FRA testifies before Congressional committees and subcommittees.
- Benefit cuts devalues military service that will impact recruitment and retention.
- Military service is unique and benefits should reflect the enormous commitment individuals make when they select a military career.
- Benefit cuts severely undermine morale for the less-than-one-percent of the Americans currently bearing 100 percent of the burden of our nation's defense.

FRA has been working to keep substantial benefit gains achieved since 2000.

Community Service and Recognition Programs

A Better Place to Live and Work

Besides representing our member's interests in government, FRA also strengthens local communities by promoting the interests of the Sea Services and share military fellowship. We also sponsor charitable events, including local scouting, sports programs, assist the elderly and needy residents in the community.

FRA's community service includes:

- Sponsoring scholarship programs that offer financial aid to FRA family members, awarding more than \$100,000 each year to deserving students
- Assisting the wives, husbands and children of deceased Shipmates
- Establishing a Disaster Relief Fund to aid victims of natural disasters
- Sponsoring an annual Americanism Essay Contest to promote patriotism among youth
- Recognizing outstanding enlisted leaders ...
- USMC Combined Recognition Awards - Recruiter of the Year (ROY), Drill Instructor of the Year (DIOY), Recruiting Station NCO in Charge Recruiter of the Year (RSNCOIC)
- USCG Academy Award
- USCG Enlisted Persons of the Year Program (EPOY)
- USCG Caucus Breakfast
- USCG Commandant Retiree Council
- US Navy Sailors of the Year (SOY)
- US Navy Recruiters of the Year (ROY)
- US Navy Enlisted Reserve Recruiter of the Year (ROY)
- (RSNCOIC)
- USCG Enlisted Person of the Year (EPOY)
- Pinnacle Award Reception

Why Join FRA?

FRA unites thousands of other Shipmates who served the same duties, saw the same action, and saluted the same flag.

For active duty or reserve, FRA membership provides:

- information about your earned entitlements
- services for you and your family
- influence in Congress for better pay and allowances
- recognition for your achievements
- a worldwide network of colleagues you can call on throughout life as you change jobs, retire from service, and enter careers either in or outside of the military

For retirees:

- have an advocate for retiree entitlements
- get information and answers questions
- better equipped to make more informed decisions
- obtain an insider's view on how to resolve entitlement issues
- make new friends and acquaintances

For veterans:

- obtain information on entitlements
- build a network of friends to gain information
- offer information on benefits for veterans

For student veterans:

- offer information on FRA Scholarship Program
- provide resources for Veteran Service Program
- discuss pending veteran legislation

As a Shipmate, you get exclusive member privileges:

- Access to experts to give you the straight answers on a broad range of military and veterans' questions, including DoD and VA health care concerns and benefits, retirement, pay structure, survivor benefits and much more.
- FRA has over 200 branches where you can meet with other members, discuss local issues, and be involved in your community.
- Members receive *FRA Today*, our monthly magazine, and a weekly e-newsletter of legislative events as they occur, including information on what you can do to support or (thwart) them
- Influence in Congress when you unite with FRA. FRA is the only organization devoted exclusively to the interests of Sea Services enlisted personnel.
- Affordable insurance programs. FRA uses the buying power of thousands of Shipmates to negotiate group discounts on health, life, accident and other insurance programs. Your FRA members only
- rates are often lower than what you could find on your own in the marketplace, and often with bigger cash coverages.
- FRA offers educational opportunities and assistance to help you get a better job. As a member, you and your family may apply for scholarships, which are awarded based on grade point averages and community service.
- Rental car benefits at affordable member only rates.

ATTRACTING NEW MEMBERS

The Secret is to Just Ask Them

Quick tips to best practices

- Create a direct mail program. It's easy and effective.
- Make the most of deck plate opportunities. Build a simple recruiting booth and know how to represent yourself on military installations.
- Use your phone book. You may already know dozens of eligible future Shipmates. Call them. All it takes is a plan, a phone and a small amount of time.

Recruiting new members isn't difficult if you follow tried and true techniques. Have some fun with it. Enthusiasm is contagious. Remember why you joined. And remember, too, the underlying value of FRA: It is the only organization that speaks on behalf of the Sea Service enlisted personnel.

Direct Mail

An Effective and Efficient Recruitment Tool

FRA National Headquarters conducts mailings to new member prospects based on information obtained on cards mailed in by potential new members or referrals from shipmates. Branches can develop their own direct mail using electronic or snail mail from lists.

There are two ways you can build a list: Get an existing one from another source, or develop your own.

Sources of existing lists in your area may be:

- Retired Affairs Offices in Family Service Centers
- City or County Governments in regions with large military populations
- Chambers of Commerce
- Other veterans or military organizations in your community

Ways to develop your own lists:

- Collect names through outreach events such as raffles at air shows, retention fairs, commissaries, exchanges, or any other event that may draw a large military or retiree population.
- Pass around a legal pad at your next meeting and ask every member to write down the name of someone he or she knows who may be eligible for membership.
- Ask Shipmates who have family members on active duty if they know of any other active duty families who may be eligible.
- Check over your own Christmas card or address book list.
- Pass around your area phone book at your next meeting and discuss who may be eligible.

How to create a simple, cost-effective mailer

Simple one-to-one communication is best. See Sample letters on pages 23-25 but feel free to write your own if you like. Keep your message simple. Be sure to include what FRA is, why it's important to the prospective member, what's in it for him or her, and how to contact you. Give prospective members the option of returning a postage-paid card or phoning you.

Like list building, there are a couple of ways you can get your mailers produced. You can enlist the help of members with computers and software programs. If that isn't an option, you can take your list and letter to a local business services center (Office Depot or UPS Store, etc). You'll pay a fee, but a professional service center will ensure your mailers get out on time and look well done.

You'll need:

An outer envelope

If your Branch has official stationery, use it. If not, get an inexpensive rubber stamp produced with your Branch number and address. Then rubber stamp your return address in the upper left corner, and put a stamp on it. Hand addressing is acceptable. The goal is to get it in the mail. A standard, white #10 envelope (the size most of your mail comes in) often works just fine. A trick to this is most folks will open an envelope with a first class stamp.

Business reply card or stamped, self-addressed envelope

The chances of hearing back from your prospective member increase immensely if you provide a postage-paid return envelope. If your Branch has a first-class business reply card permit, use it. If you have no business reply permit, then simply enclose a second envelope addressed to your Branch contact, and put a stamp on it.

A note about postcards

It is true postcards are simpler, the postage is less and they're easier to produce. But postcards generally are not worth the effort. Direct mail is an investment, not an expense. If your invitation to join looks cheap, chances are your responses will be also be weak and not be cost-effective for your efforts.

Tips

Write to the perspective member and not an organization.
Use a Membership Team to send out your mailers, don't leave it all to one person.
Make sure you have a follow-up plan in place to quickly contact your leads within 48 hours of receipt.

Traps

Not having the post office approve your reply cards or envelopes. Make sure a postal official reviews your reply card or envelope for proper information and that your mail comes back to a valid address.

Don't overload one person. Break it up, make it fun and make it a twice-yearly event. Schedule your mailing program every year about six months apart. January and July make great starting points.

Sample Letter #1

Date
Types on Your Branch or Unit return address

Mr. John Doe Address City, State Zip
Dear Mr. Doe:

Recently, your name came up at our Branch 000 meeting as someone who may benefit from the Fleet Reserve Association (FRA). I would like to personally invite you to attend a future FRA Branch or Auxiliary Unit meeting and obtain more information about the FRA. We are the only military association devoted exclusively to representing the interests Sea Service enlisted personnel on active duty or reserve, veteran and have retired personnel of the United States Navy, Marine Corps and Coast Guard. We were the first enlisted military association to ever testify before a U.S. Congressional committee. We still do today. Not everyone has the background and service record to join FRA, but we believe you do. As a member, you stand with tens of thousands of other enlisted Sea Services personnel who are fighting to expand your health care options, protect your pay, and safeguard your retiree benefits. Most importantly, though, membership means FRA can help you with your individual military benefits should you need assistance in working with the Department of Defense, Veterans Affairs or other government agencies. We maintain a close liaison with these agencies to better help our members.

I hope you'll accept our invitation, and I look forward to hearing from you soon.
In Loyalty, Protection and Service,

Name
Title

P.S. There is no risk or obligation by returning your Invitation. It's your opportunity to find out more about FRA and everything it can bring you. Mail it now or feel free to call me directly at 1000-000-0000. Thank you.

Sample Letter #2

Date
Type on Your Branch or Unit Letterhead

Ms. Susie Switch
Address City, State Zip

Dear Ms. Switch:

Did you know because of your service in the United States Navy, Marine Corps or Coast Guard you're entitled to assistance with pay issues, retiree benefits and other issues associated with your military service? You can gain this through a membership in the FRA. This is the only military association solely devoted to the interests of enlisted Sea Services personnel. That means FRA is where you'll find:

- Advice and assistance regarding your individual benefits should you need help in working with the Department of Defense, Veterans Affairs or other government agencies.
- Representation before Congress and voting information.
- Family and community support (especially valuable if you're subject to long deployments).
- Member discounts on insurance, career assistance, scholarship programs and much more.

I invite you to take a closer look at what the FRA can do for you at our next Branch meeting. Bring your family and friends. Or feel free to contact me directly at 1-000-000-0000. I hope you'll accept our invitation, and I look forward to hearing from you soon.

In Loyalty, Protection and Service,
Name
Title

P.S. Please make time to attend our next meeting to learn firsthand what FRA can do for you and your family or give me a call. There is no obligation. You can decide later if membership is right for you. But do let me hear from you. Thank you.

Sample Letter #3

Use for New Movers Into Your Community May we invite you to become acquainted with the most influential group of Sea Services personnel in the world ... right in your own neighborhood?

Mr. John Doe
Address City, State Zip

Dear Mr. Doe:

I hope by now your moving boxes are all unpacked and you're enjoying life in your new home in our area. I'd like to be one of the first to welcome you, and also to extend a rather unique invitation. As I understand it, you served or are serving in the United States Navy, Marine Corps or Coast Guard. That qualifies you as a "Shipmate," and someone who is eligible to get acquainted with an immediate set of new friends. We're members of Fleet Reserve Association, Branch 000. Our Branch is made up of active duty, reserve, retired and veteran military personnel who are both long-term residents and new to the area, like you. But we all enjoy good fun and getting to know likeminded people.

We'd like to invite you to join us at our next meeting, on (date and time) at (place). If you're married, please bring your spouse. Your whole family is invited. Also, we know the area well, and we can help answer the thousand and one questions you may have about your new community, schools, services, and so on. I hope you'll accept this invitation and mail back the enclosed card. Or feel free to call me directly at 1-000-000-0000. I'd be happy to answer any questions you may have.

In Loyalty, Protection and Service,
Name Title

P.S. Please join us at (date and time) at (place) as my personal guest. Thank you.

Invitation to Reply

Sample Format to Insert with Your Direct Mail Letters
(Format as a simple reply card. Include FRA Logo
Invitation to Membership)

YES, I'd like to learn more about the Fleet Reserve Association. Please contact me to tell me more. I understand I am under no risk or obligation.

My Name: _____

Address: _____

State: Zip: _____

My phone number is:

Please return to: FRA Branch 000, address, city and state.

Deck Plate or Outreach Activities

Recruit New Members One-on-One

Areas with large concentrations of military populations offer excellent recruitment opportunities. Look for high traffic areas where active duty, reserve, retired or veteran personnel may gather. Your staging point will be your recruiting or information booth.

How to build a recruiting booth

Your booth can be as simple as a folding table and chairs, with a patriotic skirt and a big, bold FRA emblem on the front. Your set-up will be determined by your location-a museum or retention fair will be far more informal and open than a presentation on a military installation. Do allow room to greet people, and set up a raffle drawing or poster to attract attention. Test it out by walking up to it as a prospect would. Do you feel welcome?

What to put on it

- Membership enrollment forms-have enough on hand.
- Literature from National FRA Headquarters listing membership benefits.
- Raffle off a gift card, mini iPad or other item to help collect names.

Note: Small giveaway items help attract attention. For example, you might handout small flags, buttons to start a conversation.

How to staff it

Have both your Branch and/or Unit represented by volunteers. Schedule two-hour shifts, with enough people to allow rest breaks in between. Keep your information booth family friendly, with something for the Sea Services personnel and the spouse. And remember: wear your FRA or LA FRA attire with cap.

What to say

The most valuable FRA benefit you can talk about, the one that Sea Services personnel will not find anywhere else, is advocacy on military pay and benefits. FRA is the only organization devoted exclusively to the interests of enlisted Sea Services personnel.

We help advise and counsel Sea Service enlisted personnel on how to get their entitlements; find no-cost or low cost health care; gain civilian employment once they are separated; help their families reestablish themselves in a community and help support them within a community of like-minded people, especially during long deployments.

FRA also represents Sea Services interests on Capitol Hill, and was the first enlisted military association to testify before a Congressional committee. We offer voting information, liaisons with Sea Services Leaders, lobbying protection and communication with members of Congress. We battle for better pay and benefits.

But be familiar with all of FRA's programs, and especially be prepared to discuss how you find FRA a valuable association for you AND your family.

Tips

Do give something away to help "break the ice" or attract attention. It's easier to start a conversation when you're giving something away.

Have at least one very outgoing Shipmate on each shift ... enthusiasm is contagious.

Traps

Avoid understaffed booths, not enough materials, and poorly prepared volunteers. Have your best "FRA salesman" brief your volunteers on what to say before you start.

Base Activities

Be Sure to Follow the Rules and Guidelines

Military installations are a prime source of perspective members who are on active duty or reserve as well as veterans or retirees. Gaining access simply requires permission; it is not impossible. Follow the simple guidelines below to overcome any hurdles that might crop up.

An important point concerning active duty recruitment: FRA is a volunteer organization composed of enlisted personnel. Commissioned officers who have at least one day of prior enlisted service are eligible to join. Members of other armed services who have prior sea service, enlisted or commissioned, are eligible. Former Sea Services personnel who were honorably discharged are eligible to join. That is why it is crucial to sign up active duty enlisted while they are still eligible.

Know the Department Directive

Each Department (for example, the Department of Defense) has its own directive that governs the conduct of volunteer organizations while on military installations. As a Congressionally chartered organization, FRA's service to members of the armed forces is fully authorized. **But recruitment is not. That means your stated purpose for being on a military installation is to offer assistance and advice to military personnel and their families. Not to recruit them.** Please refer to information from former Secretary of Defense, Chuck Hagel about the importance of relationships with veteran and military service organizations, as well as military support nonprofits, through initiatives to give the groups access to service members and their families. See page 31.

Get permission

Prepare a letter, addressed to the Senior Enlisted or Base Commander of the installation and signed by your Branch President. State who, what, when, where, how and why you want permission. You may have active duty Shipmates in your Branch serving at the installation who may provide insight or act as a liaison for you.

The purpose of your letter must be precise. Recommended purposes may be to seek permission to address those active duty members who have decided to separate concerning VA benefits. Another option may be to set up an information booth on veterans' services near the Commissary or Exchange. Or it could be to brief members on upcoming legislative issues.

Whatever your purpose, do not state your reason as being to recruit new members. You are to offer awareness of the FRA and give information about services to Sea Service enlisted personnel.

Where on base to set up

- Navy Exchanges and Commissaries
- Auditoriums, hangars, medical treatment facilities, etc.
- Other high traffic areas, such as recreation facilities or club entrances

Plan the event

Practice any presentations, arrive and depart promptly, and conduct yourself in a thoroughly professional manner. Be sure to wear your FRA attire with cap. Have enough personnel and literature on hand to make the event a success. Include a sign-up roster for those who may want additional information-be sure to capture names, addresses and phone numbers for follow-up. And be prepared to answer questions about your presentation as well as FRA services and activities. It's a good idea to personally invite interested active duty personnel to your next Branch meeting or schedule an open house to coincide with your presentation.

Evaluate the event

Go over what went well and target areas for improvement. By learning and improving your services with each event, you'll soon be a welcome addition to any military installation and may even be asked to participate in select benefits programs.

Tips

Work to establish relationships with base officers-be resourceful to their needs.
Do wear your FRA attire and cap.
Conduct yourself professionally at all times.
Be prompt and courteous.

Traps

Make sure your event is adequately staffed and that you have enough literature.
Don't skip preparation. Military personnel are extremely conscious of time and first impressions. You may not get a second chance.

Sample Letter of Request

Present in Person if Possible or by Phone

Retype the following sample, double-spaced, on Branch or FRA letterhead.

Date

Command Master Chief or Sergeant Major of the Installation Name Address
RE: Permission to hold informational event (or legislative update)

Dear Sir or Madam:

The Fleet Reserve Association (FRA) is a volunteer association devoted to serving the needs of enlisted Sea Services personnel. We are fully chartered by the Federal Government and have been in existence since 1924. As separation from military service can be a difficult and anxious time for both the service member and his or her family, FRA offers information services designed to make transitions to civilian life successful and as stress free as possible.

It is with that service in mind I ask your permission for the following: to allow FRA Branch 000 to 'address those members who have decided to separate on how to claim their VA benefits. Military personnel may drop in and dis-

cuss VA benefits and ask questions of FRA service officers beginning at 9 a.m. and ending at 5 p.m. on Saturday, October 9. We would prefer to set up near the base Commissary, but we welcome your direction and instructions. Thank you for your consideration. I look forward to hearing from you how we can best serve the needs of separating service personnel.

Sincerely,

Branch President Address Phone number

Recruiting by Phone

Personal Contact Both Quick and Effective

Recruiting by phone offers the opportunity to extend a one-on-one invitation to join. From the prospect's point of view, he or she has a chance to ask questions and get a flavor for the feel of your Branch or Unit. For you, the recruiter, phone solicitations offer a wonderful opportunity to get to know a prospect's needs, concerns and how FRA can serve them best.

How to build a call list

Your call lists can start with your direct mail prospect lists. (See previous section on Direct Mail, page___) In fact, using phone solicitations to follow your direct mail efforts generally enhances the performance of both.

Still another method is to resurrect your expired, or lapsed, member list. Call and invite them back. The knowledge that "We've missed you" sometimes works wonders. Also, regardless of whether they rejoin or not, ask if they know someone who might be interested in FRA membership.

Know why you're calling

It sounds simple, but be clear about what you want and why. Do you simply want more members? More members who contribute time to programs? Or a wider diversity of members in age, rank and gender? Then target your prospects and focus your efforts. Professional salespeople know that for every 10 calls, they may make only one sale. Keep your expectations realistic and consider that every "no" puts you just one step closer to a "yes."

What to say

Sample scripts are attached. But the secret to the most successful phone campaigns is this: Just be yourself. You know what FRA does for you. Tell your prospects. And ask them what is important to them, what problems or challenges have they had in dealing with their entitlements, the VA system or other benefits. There is also a wide range of money-saving privileges that come with FRA membership, for example, health care supplements, auto insurance, car rentals and so on.

Ask what's important to them, then relate it to what membership in FRA or the Auxiliary can do for them.

How to handle "I'd like to think it over"

Expect to hear this phrase often. What it really means is you need to build a little more value on what FRA membership can do for the future Shipmate.

In response to "I'd like to think it over," begin to build value. For example, say "Sure. Consider, though, if you did NOT need to think it over, in your opinion, do you think you COULD benefit from the FRA?" One of four things is likely to happen:

1. The future Shipmate says, "Well, I guess I really don't need to think it over." Then simply sign him or her up.
2. The future Shipmate asks another question, which you answer and keep building value.

3. The future Shipmate says “No,” and in which you again begin trying to find the motivating reason to which he or she will say “Yes.”
4. The future Shipmate may say, “It sounds okay, but I really do want to think about it.” Then simply set up a time or note when to contact him or her again in a few days or weeks.

When do you call?

Weekday evenings before 7 p.m. are often best. Be prepared to leave voice messages. But you may find Saturday mornings work well, or even Sunday evenings. The best time is really a regular time that works for your Branch or Unit, and just do it. Many hands make light work. You might even call a special prospect during the meeting: “This is Joe, we’re at an FRA meeting right now, and your name came up. We’d love to have you join us. Can you make our next meeting? Would you come as my guest?”

Make it fun!

Sales professionals have incentive programs. You don’t have to go that far if you don’t want to. But do make a game of it. Recognize the “best caller” in the group, or the “most talkative.” Or the “biggest storyteller.” Give awards at each meeting, or even a standing ovation whenever someone brings a new guest.

Prepare for your calls. Role-play a couple of times. Or invite a local professional telemarketer to give a presentation to your Branch or Unit. Ask them questions. You can learn a lot in a 20 minute visit, and they’ll get an opportunity for free advertising.

Just sit down and dial

Tips

Test different approaches. Talk about your Branch’s most successful calls and why they were successful. Then learn from each other.

Shuffle contacts. If Joe calls first time, have Bob call the next. Just do it regularly.

Keep and use a do-not-call list. These are lists of people who have said they do not want to be called. By all means, honor their request.

Traps

Trying to do too much. Set realistic expectations.

Be sure to track your contacts. Keep a simple log. Then you’ll know who you’ve talked to, how many times, and who made the contact.

Benefits of FRA Membership

At-a-glance reference

Privileges included with membership

- The FRA has experienced and professional staff that provides FREE ASSISTANCE on all career problems while the Shipmate is on active or reserve duty, retired or veteran.
- The FRA is accredited by Veterans Affairs to assist with veterans’ benefits.
- Dues include an annual subscription to *FRA Today* magazine, the only monthly publication that relates directly the concerns and issues of enlisted Sea Service personnel.
- Membership includes access to supplemental health insurance, life insurance, credit cards, and auto insurance.
- Every member is a “Shipmate” and that participation in Branch business and social functions assures a member of camaraderie with like-minded people.
- Membership includes connections to other Shipmates in the community who can help each other find jobs and network with other Sea Services personnel.

How to answer reasons for NOT joining ... and what FRA has done:

- Increased pay for active duty and retired personnel
- Uniform clothing allowance
- Dependents' quarters allowance
- Commuted rations for enlisted personnel
- Retirement pay based on temporary officer rank
- Normal policy of rotation from sea to shore duty
- Physical disability retirement for enlisted personnel
- Dependents' travel allowance
- Shipment of household goods at government expense
- Accrued pay leave
- Mobile home transfer allowance
- Dislocation allowance
- Active duty dependents' hospital care in civilian hospitals
- Social Security coverage for active duty personnel
- The establishment of the Retired Serviceman's Family Protection Plan and the subsequent liberalizations
- Family Separation Allowance
- Protection of Sea Pay Allowances
- C.P.I. increase on military retired pay
- Hazardous Duty Pay for flight deck personnel
- Submarine duty pay for submarine command staff personnel
- Supported increases to military allowances
- Funds the "Sailor of the Year" program annually
- Established the FRA Scholarship program
- Established and funds FRA Award for Excellence in Navy Recruiting

Branch Activities

Make them fun!

One of the most effective and enjoyable methods of new member prospecting occurs right at Branch levels. Member drives are fun, inexpensive and a wonderful way to get to know new friends and fellow Shipmates.

Member-get-a-member

One truth about military families: They tend to have more than one member who served, and they tend to know lots of other military families. So effective member-get-a-member drives are often simply "just ask them!" Take a few minutes at the next Branch or LA FRA meeting to have everyone jot down four or five people in the local community that they know (or have reason to believe) may have been in the Navy, Marine Corps or Coast Guard. Then contact one per month and invite them to a meeting or extend an invitation to join. It doesn't have to be difficult. Just pick up the phone.

Give recognition

Recognize guests at meetings, and acknowledge the Shipmate who invited him or her. Take extra care to get to know guests, and invite them and their spouses to join.

Other successful events

Reunions

If you live close to a base or in a metro area with large concentrations of military personnel they may offer great recruitment potential. You can track down former Shipmates via web links at www.fra.org or contact the ship and post a message in its newsletter. Other reunions are Class or Branch of Service, for all years of service. Reserve a

local park or picnic area, and host a potluck. Tell attendees to bring a friend and have plenty of application forms to go around.

Raffles

Raffles are great fundraisers and even better list builders. Hold your raffle at local events or high traffic areas such as festivals or sports events. Often, local businessmen will pitch in to offer up a raffle item in exchange for publicity. Generally, the larger the value of the item, the more entrants you'll have. TVs and electronics are excellent ideas, as are larger items like cars and trips. You can also raffle services from Branch or Unit members .., perhaps three hours of carpentry, painting, computer training, etc.

Auctions and garage sales

These are fundraisers with great prospecting potential. Hold a Spring cleanup auction or garage sale, and get members to donate items. Guests register to bid or buy items, which also helps build prospecting lists. Take any leftovers and donate the items to a community service organization like Goodwill or the Salvation Army.

Sporting and scholastic events

You can conduct member prospecting at local sporting events. Host the concession stand. It's a great way to make money. Be prepared with napkins printed with a slogan like "Join FRA Branch 000. Ask me for details."

You might also want to place an ad in a football or sports program. It's a wonderful way to remind people the concession stand is hosted by your Branch, or your ad can simply direct them to ask about FRA.

Also, you can host veteran information programs in schools ... for example, Memorial Day events, such as discussions on Pearl Harbor, or D-Day. Good public relations programs help connect your Branch and Unit to the community, and raise awareness. Also, kids love to hear the real on-the-scene stories, and veterans love to tell them.

Parades

Your Branch is probably already involved in local parades. But beef up your presence with handouts, or candies with local numbers to call for membership information.

Job Fairs and Employment Assistance

Military retirees go on to successful careers as engineers, project managers, business leaders and owners. Set up a booth at a local job fair. Your Branch's network of information can be extremely helpful to retirees looking for new jobs. Plus, FRA membership benefits include access to scholarships and professional resume services. Look for eligible Sea Services enlisted personnel you may be able to help-and then recruit. The Defense Finance & Accounting Service as well as local VA offices sponsor job fairs for veterans.

Tips

Be prepared to talk about FRA and what it means.

Invite guests to your next meeting. If they're shy of making a local commitment, explain they can still be Members-at-Large, serve when they want, and still gain the advantages of membership.

Traps

One of the most common mistakes is not having a follow-up plan. Once a prospect shows interest, keep asking.

A second common mistake is forgetting that FRA has a lot to offer. Be enthusiastic. After all, you've enjoyed membership. Why not share it?

Targets of Opportunity

Other Places to Recruit

Consider events in your area and think about how to gain access for a recruitment booth or information table. In many cases, there is only a nominal cost to set up a table, or it may even be free. Also, look for opportunities to partner with other businesses or vendors to extend relationships and create good will.

Air shows

For permission to exhibit, start with the local Public Affairs Officer of the sponsoring Command and/or Base. Set up an information booth as you would at any public event.

State-County Fairs

Contact the State or County Fair Board for information on exhibits, costs and guidelines.

Museums

Every major port or naval area usually has some kind of naval museum or ship docked for public display. Ask the Museum Curator or Public Affairs Officer for permission, and set up your recruiting booth accordingly.

Shopping malls

Holiday seasons are fantastic recruitment opportunities, and it's easy to encourage gift memberships for the "Sailor, Marine or Coastie. Contact the Mall Director for permission and fees.

Other events in your area

Festivals, shows, concert series, birthday celebrations, historic reenactments like Civil War battles, any event where large concentrations of people are gathered offers excellent recruitment opportunities.

Check your Chamber of Commerce or local phone book for lists of events, and once a year go through it and select which ones hold the greatest potential. Start by calling the location and track down who is organizing it. A couple of phone calls and a few minutes time invested can payoff in big results.

Tips

Focus your resources on events that have the highest recruitment potential.

Traps

Not having a follow-up plan. Be sure to have volunteers ready to contact prospective members within 48 hours.

ATTENTION TO NEW MEMBERS

Get Them Involved and They'll Stay

Quick tips to best practices

- Take them to the first meeting. Extend a personal invitation and offer to pick them up. And invite their spouse!
- Welcome them warmly. Everyone is nervous meeting new people. Think about how you'd like to be treated and welcome new members accordingly.
- Get them involved. Find out their hobbies or special skills. Can new members use these skills to help the Branch or Unit? Would they? This is especially true of younger members. Most often they like to participate in community outreach projects to be helpful others like Habitat for Humanity, etc.

Most people are just waiting to be asked. Don't be shy-speak up. The more involved new members are from the very start, the more value both they and you get from their membership.

Tips

Have your Auxiliary Unit meet at the same time as your Branch. That way both Shipmate and spouse can attend, even if the organizations hold separate business meetings.

Traps

Don't forget to introduce both the Shipmate and their spouse to fellow members and officers. Make both feel welcome.

Welcoming New Members

The First Meeting is Crucial

Everyone is nervous the first time attending any kind of meeting or event. It's natural. Some people are simply more adept at hiding it. That's why it's important to welcome new members warmly and invite them back.

Get off to a good start

Telephone the new member

- Talk about the date and time of the next meeting.
- Offer to share a ride with the new member or set up a place to meet.
- Provide a phone number where you can be reached.
- Inform the new member of any upcoming Branch or Unit activities.

At the first meeting

- Discuss the normal meeting procedure.
- Show the new member around the Branch or Unit.
- Introduce the new member, and talk a little bit about how he or she came to be involved in FRA or Auxiliary.
- Help the new member feel welcome-think about what you would appreciate were you in his or her shoes.
- Stay with the new member.
- Answer questions as they arise.

Make the introductions:

- Arrange to talk to key Branch or Unit leaders and introduce the new member one-on-one.
- Explain the various offices of FRA.
- Help the new member meet as many Shipmates as possible.
- Provide assistance, answer questions, and generally be resourceful and sensitive to the new member's needs.

As the sponsor of a new member, continue your contact at each meeting until the new member feels comfortable on his or her own. Then remember to check in periodically to see how he or she is doing.

Tips

Think about what would make you feel welcome-and conduct yourself accordingly.

Every Shipmate joins with certain expectations of the local, regional and national organizations. Help explain how each plays a role within the FRA and FRA Auxiliary.

Traps

Don't simply bring a new member and set him or her loose at the first meeting. Make sure you assist him or her to help build self-confidence to become involved.

New Members as a Recruiting Tool

A Secret Weapon Filled with Enthusiasm

Looking to infuse your recruiting efforts with a little passion and enthusiasm? Then look to your newest members to galvanize your program.

New members offer perspective

You may have become somewhat bored with your Branch's programs or benefits. But to a new member, they often see the value in benefits you've grown accustomed to. For example, FRA legislative victories may seem tried and true to you. But to a newly recruited active duty member, FRA's battle for better pay and benefits is an immense issue and one with personal repercussions.

Circle of friends and acquaintances

New members also expand your recruiting opportunities, enlarging the circle of influence your Branch or Unit enjoys through friends and acquaintances. Help them spread the good word about FRA and FRA Auxiliary.

Tips

Encourage new members to use their enthusiasm and share their perspectives in your Branch or Unit's recruiting efforts. Actively invite them to get involved in new member recruitment, even if the time they can contribute is limited.

Traps

Not listening to outside perspectives-be open to change and welcome involvement.

The Importance of Family

Be Sure to Include Spouses and Children

The mission of FRA is to serve Sea Services personnel and their families. We offer children and youth programs and establish community support for spouses left at home while members are on deployment.

Support to help spouses

Helping resolve anxieties about loved ones at home is extremely important. FRA offers consultation and guidance to the families of Shipmates, with information on government benefits, insurance programs and even day care and affordable off-base housing. But it's easy to see that if a Shipmate's spouse accompanies him or her to a meeting, and feels warmly welcomed, he or she will continue to feel comfortable asking for guidance and support even in the absence of the Shipmate. That's why it's very important to invite spouses to also attend and join the FRA Auxiliary.

FRA programs to help survivors

A spouse or child who knows Branch or Auxiliary Unit members are better equipped to navigate the entitlement waters should something happen to the FRA member. They'll know who to contact, and where to turn to for help.

In addition, FRA has negotiated group discounts on term life insurance programs and health care supplements. Active duty members and their families especially survive on low pay and long hours. Invite new members to take advantage of programs designed to help their families in the event of tragedy.

FRA membership helps families establish deeper roots in the community, and provides network opportunities for everyone, not just the Shipmate. Activities such as Family Appreciation Day where all members and their families

are invited to attend meet and greet events provide great interaction among the members. Also, if there are community projects in the local area such as cleaning up a park, providing assistance to an elderly veteran who may need a ride to the grocery store or assisting with home improvement on a veteran's home, invite shipmates to participate for a worthwhile cause.

Tips

Have your Auxiliary Unit meet at the same time as your Branch. That way both Shipmate and spouse can attend, even if the organizations hold separate business meetings.

Traps

Don't forget to introduce both the Shipmate AND his or her spouse to fellow members and officers. Make both feel welcome.

RETAINING MEMBERS

Keep “What’s in it for Me”

Quick tips to best practices

- Keep them interested and involved. Share the successes of your organization, with enthusiasm and excitement.
- Have fun. Your regular meeting is the backbone of your Branch or Unit. Make it an uplifting event of fun, fellowship and service.
- Show your appreciation. Acknowledge the gifts of time and talent that all members give. A simple “thank you” goes a long way.

Recognize the spirit of your Branch or Auxiliary Unit. Some groups are very social, while others are very service-focused. But all must meet each member’s “What’s in it for me” to survive and thrive. Know your strengths and weaknesses and work from there.

Promoting Multi-Year Memberships

Beat the First Year Drop-off

The most vulnerable time in the life of a new member is at the end of the first year, because this is when a new member goes from being a new member to remaining in the Association as a member. Successfully encouraging first-year members to sign up for their second year is critical to retention and growth.

Encourage multi-year memberships

One year goes quickly-consider it is just 12 monthly meetings and not really long enough for the average member to become deeply involved. But you can help new members over the first year hump and into their second of service by promoting multi-year (2-, 3-and 5-year) memberships while the fire of enthusiasm is most hot. Plus, multi-year memberships help save the member money.

A good deal for everyone from the member’s viewpoint, multi-year memberships help...

1. Show support of FRA and the Auxiliary.
2. Extend benefits, especially insurance programs where the coverage ends if the membership ends.
3. Save money. Multi-year rates are discounted.

From the Branch and Auxiliary Unit’s point of view, multi-year memberships help...

1. Successfully stabilize your membership base.
2. Allow more resources to be focused for new member recruiting.
3. Cut down the work required for renewals.

Life memberships

All FRA members in good standing have the right to pay dues for life. There are several levels of life membership dues based on age. Because there is no credit for previous years paid, you want to especially encourage newer members to consider this option. Also, life memberships are popular with members approaching retirement because it assures the continuance of their membership-and benefits-should their financial situation change. Life Membership dues can be paid by installments over a 12 month period.

Tips

Three-year terms are the most common choice nationally.

Traps

Don't get so focused on multiyear signups that you turn members off. Remember, not every member may be able to afford multi-year membership easily, especially younger active duty personnel.

Sample Letters for Renewal

Show Your Appreciation

What is the one action successful Branches and Units do more than anything else?

They make their members feel valued, and they acknowledge their contributions. You can do the same. A sincere "thank you" can be the biggest difference between signing up again or signing off.

Tip

Use your membership roster information. Whether it's kept on a computer spreadsheet or in a simple book ledger, review it every month. And start early. Four months before a Shipmate's membership expiration date is not too soon. Query at your meetings whose membership term is ending and coming up for renewal. A little peer pressure can often get tile dues check then and there.

Traps

Don't underestimate the importance of appreciation. It's the easiest place to keep your membership strong.

Date

Type on Your Branch or Unit letterhead

Mr. John Doe Address City, State Zip

Dear Shipmate Doe:

I just wanted to say how much we value your continuing membership. As an FRA member in good standing, you help us protect the pay, benefits and entitlements of all Sea Services enlisted personnel. Your membership is due for renewal soon. I know we can count on you to return your payment promptly so we can update your records for another year.

Your FRA membership card signifies you are part of the oldest and largest enlisted Sea Services association in the world. It also means you are entitled to FRA's assistance with your military benefits and pay issues, lobbying protection in Congress, liaison services with Sea Services leaders, as well as family and community support. Carry your FRA membership card with pride.

I encourage you to use all the privileges your FRA membership provides. Thank you for your continued support.

In Loyalty, Protection and Service,

Name

Title

P.S. Please send your renewal payment today to continue your FRA membership and your subscription to *FRA Today Magazine*. Thank you.

Reactivate Lapsed Members

Invite Former Shipmates Back

Some attrition is natural. Members move or pass away. But if one third or more of your Branch is turning over every year, take a good, hard look at what is going on. Ask for help. Ask a few former members why they dropped out. And reevaluate your policies and programs. What is your Branch or Unit missing?

Typical reasons why members leave

What they say...

1. No time
2. No money
3. Moving

What they mean ...

1. They did not find it worth the investment of time and energy to stay. It could be they felt excluded at meetings, or they felt there was no value in attending. Either way, you need to help them find renewed value in "What's In It For Me?"
2. "No money" is often related to #1. Annual dues is a great value. Keep asking.
3. Moving. Help them transfer to a new Branch or retain their membership in FRA as a Member-at-Large.

How to answer reasons for not renewing

- "I forgot"-This is the easiest Shipmate to reactivate. A friendly reminder with a new enrollment form, is usually all that is required.
- "No time"-Remind them they can receive the privileges of membership without any intrusion on their time through the Member-at-Large program. They can always convert to a Branch membership again later.
- "The FRA will do just fine without me"-True, the FRA will continue to be the voice for the enlisted Sea Services. But ask them to consider this: In an association like FRA, strength comes from three areas which must complement one another. They are 1) size of membership, 2) the abilities of their lobbyist, and 3) the grass-roots support by the members of the Association.
- "All I ever got was the magazine"-Does your Branch publish a newsletter? Send one. Also, be sure to invite the Shipmate to meetings and social functions. No one should be a Shipmate alone.

Why do members join?

- "To receive the magazine and keep up-to-date."
- "Participate in the annual conference and local and national conventions."
- "Networking."
- "Obtain benefits, such as discounts on insurance or car rentals."
- "Support the Association's lobbying efforts."
- "Increase professional or personal status."
- "Support the mission, cause or values of the Association."
- "Get involved in a leadership capacity, gain status."
- "Please someone else (friend, relative, peer, boss)."
- "Compare the Association to another they are involved with."
- "Information."

Why do members drop? Surveys reveal typical responses include:

- "Not enough value for the money you charge."
- "I'm cutting back on the number of my memberships."
- "Not enough time to use my membership."
- "Unable to get out to attend the meetings."
- "Involved with another association that better fits my needs."
- "You have nothing I can use."

- “I no longer need the membership since I no longer need the supplement insurance.”
- This is too much of a clique, I feel like an outsider.”
- “Limited income, have to make cutbacks and save money.”
- “The only time I hear from you is when you want something.”
- “My health is failing, and I do not benefit from the membership.”
- “I thought I had renewed.”
- “Never got a bill.”

Tips

Quarterly, set up a committee to look at lapses for at least the past three months. Actively contact those lapsed members.

Traps

Maybe you feel anxious about contacting former Shipmates. But get over it. The easiest place to find new members is to reactivate lapsed ones.

Sample Letter Following Lapse

Date

Type on Your Branch or Unit letterhead

Mr. John Doe Address City, State Zip

Dear Shipmate Doe:

Recently, I was looking over our membership rolls for the past few years. I was deeply concerned to find your name on the list as a Shipmate whose membership had expired. I know that in the day-to-day rush of living, it’s easy to set things aside. But I also know as a Sea Services veteran myself, FRA membership is a must have. I’m writing to invite you to reactivate your membership privileges.

FRA is the oldest and largest enlisted Sea Services association in the world. We were the first enlisted military association to ever testify before a U.S. Congressional committee. We still do today. So why cut yourself out of what FRA offers? Even as I write, FRA is fighting to expand your health care options, protect your pay and safeguard your retiree benefits.

Renewing your membership now also means FRA can assist you with your individual military benefits should you need assistance in working with the Department of Defense, Veterans Affairs or other government agencies.

I hope you’ll reactive your Shipmate status, and I look forward to hearing from you soon.

In Loyalty, Protection and Service,

Name

Title

P.S. Please send your payment today to reinstate your FRA membership and your subscription to *FRA Today* magazine. Thank you.

Phone Script for Retaining and Reactivating

Use as a Guideline, and Speak Naturally

Tip: Be sure to always update your membership records with phone numbers.

Greeting Hello, Shipmate or Mr., Mrs. Miss, Ms. ? (With a question in your voice-wait for answer-yes.)

This is _____, and I'm calling about your membership in the Fleet Reserve Association. The reason I'm calling is we have noticed your membership is about to expire (or "has expired").

If Renewal

We want to make sure your privileges continue uninterrupted. Can I continue your membership right now? You can send a check to (address of Branch) or I can arrange to have your dues payment picked up. Which would you prefer?

If Reinstate or Rejoin

- I hope this is just an oversight. But since your membership is very important to us, we wanted to make sure everything is all right, and perhaps we can assist you in reactivating your membership.
- If there is a problem-listen-see if the Branch can help or resolve it.
- If there is an error - member has paid - get information and check it out.
- If there is no problem, suggest day and time you could come by to pick up dues or have member mail it in.

Definition of Reinstate: Member's dues expired after the 90 day grace period or no longer than 120 days. Member would be eligible to reinstate and maintain same join date with no lapse in membership.

Definition of Rejoin: Member's dues expired after 120 days. Member would be eligible to rejoin the FRA with a new join date (essentially starting as a new member). If more than 120 days, member can repay lost membership years by paying the annual dues for each period not a member.

Contact Member Services on (703) 683-1400 x1 to discuss repayment of dues after any expiration of membership or nonpayment of dues.

If No or Not Interested

Just a reminder, as an active FRA member, we can assist you with your individual benefits should you need help in working with the Department of Defense, VA or other government agencies. You also enjoy family and community support that only FRA offers. Are you sure you want to forfeit these and all your other member rights?

If Second, "No", We appreciated having you as a member, and I hope you'll think of us again in the future.

Close Thank you for your time.

Awards for Recruiting and Retention

Recognition for your efforts

The most effective way to grow FRA is through the efforts of Shipmates like you. In recognition of your retention and recruitment efforts, FRA has established the following national membership recruiting awards.

There are a number of FRA Membership Awards, which are referenced in the FRA Constitution & Bylaws (C&BL), Article, 3, Sections 311 as well as Standing Rule 7(c). We also offer special Recruiting Award Incentives to help boost recruiting efforts. For information on these awards, please refer to the references in the C&BL or contact Director-Membership Development on (703) 683-1400 x123.

MEMBERSHIP TRAINING

Develop a Program for Your Branch or Auxiliary Unit

Tailor it to Your Needs, Strengths and Weaknesses

Quick tips to best practices

- Use membership teams. Share the load, plus teams add enthusiasm and expertise.
- Attend regional conventions. Learn who is having success and emulate it. You'll also stay in touch with FRA's national initiatives.
- Develop a training program. Help ensure the most successful membership program possible, with easy and efficient transfers when officers change.

Update this section often and pass it on. This section is meant to be "your" section ... a record of best practices for your Branch and Auxiliary Unit. Keep it up-to-date monthly.

Membership Teams

Working Together Makes It Easier

As FRA and Auxiliary membership increase, so does our organization's influence and ability to help active duty, reserve, veteran and retired personnel. Membership teams are an effective method for contacting and recruiting new members in large numbers.

Why they are a good idea

Membership teams help spread responsibilities out over several people, so you don't have one go-getter regulated (and overworked) for membership development.

How to organize

If your Branch or Unit is large, you may have several membership teams: One for Prospect List Development, one for New Member Contact and one for Reactivation of Former Members. Each team will generally have five to seven members. The entire program should be led by one Membership Team Leader or Overall Chairperson.

How to manage

You will learn best by doing. But keep in mind the best success will be ensured if your goals are dear, your leadership is strong, and your program is consistent and evaluated regularly. Also, be sure to recognize individual contributions. You may even want to set up friendly contests to encourage competition for who can sign up the most members, with rewards given for signing up two, five or ten members.

When teams should meet

For best success, structure your membership teams to meet monthly, and report your activities to your full Branch or Unit at every meeting. That helps keep your team on track for its goals and deadlines, as well as making the larger group aware of your commitment.

Tips

Be clear on your goals. How many new members do you want to recruit? What is the timeline? Be very results-oriented. Enlist the aid of two or three of your most enthusiastic members. Passion is contagious. Handouts or small giveaways (flags, buttons, etc.) are great for starting conversations and give you a reason to approach prospective member. Keep your teams positively focused and upbeat. Make membership recruitment fun. Start with last year's records. Set your goals from there.

Traps

Although the team does the work, one person-the Membership Chairperson-must retain the responsibility for training and oversight. Don't forget to conduct regular evaluations of what's working and what's not. If you skip this step, your membership teams will never get more effective or efficient. Don't forget to keep thorough notes so that others who come after you can learn from what you have done.

FRA Conventions (Regional and National)

Send as Many Members as Possible

FRA and Auxiliary hold regional as well as national conventions each year. There are eight regions: Northeast/New England, East Coast, North Central, Southwest, Northwest, Southeast, South Central and West Coast. The purpose of the conventions is to stay in touch with regional and national initiatives, update members on new issues and proposals, and help determine the legislative agenda for the coming year.

Conventions are important membership boosters

Being informed of national and regional issues is vitally important to effective recruiting. But more than that, at mid-year meetings each region hosts conferences with workshops targeted to specific areas of membership development. Here, you'll learn best practices for prospect list development, new member contact methods, and officer training.

Convention schedules

Regional conventions are held annually, generally in July or August. Refer to *FRA Today* magazine for host cities and dates for your region. You can also phone FRA headquarters at 1-800-372-1924 or visit www.fra.org.

What delegates should be prepared to bring back

The most valuable information will be:

1) best practices for what's working in membership recruitment right now. 2) who's doing it? Get to know the Branches and Units having the most success, their officers and their phone numbers. You'll want a network of experienced people to call upon as you build and develop your own membership program.

How to use the information

Have your delegates or representatives serve as Membership Chairperson to help lead your Branch or Unit's own efforts. If that isn't possible, then arrange a briefing with your Membership Leaders one-on-one.

You'll also want your delegates to report back at the first Branch or Unit meeting on all they learned at the convention.

Tips

Send as many people as possible to your regional conventions. It adds fun, helps you get acquainted with Branches and Units from across your region, and pays you back tenfold in time and energy saved with your own organization's efforts. Conventions are fun, but make sure everyone gets a chance to go. You'll enhance commitment to FRA within your Branch or Unit, and you'll help newer members realize the influence of the national organization and why it's important to support it.

HELPFUL HINTS

Programs, Checklists and Resources

Available Materials and Information to Help You

Quick tips in this section

- Prospect sources. Where to find new members.
- Membership program checklist, Pinpoint solutions for your particular challenges.
- Available recruitment materials. Brochures and pamphlets available for order from FRA headquarters.
- Membership prospect cards. How to build and use a prospect card system.
- Membership enrollment form. A sample form you can copy and use.
- Useful internet websites. Helpful websites where you can go for additional information.
- Glossary. Useful terms to know.
- Notes. Record your actions and results to continually learn more about recruitment and retention efforts.

Update this section often. This is also where you will want to keep your notes on what works especially well for your Branch and Unit, programs you've tried, and any particular challenges.

Sources of Prospects

Where to Look for New Members

Membership growth doesn't just happen. Like any investment, the time you put into it will determine what you get out of it. Make membership recruitment a habit and review your efforts at every Branch or Unit meeting.

Shipmate Prospects

FRA Members

Referrals

National Members-at-Large

Inactive or former members

People You Know

Your friends and relatives

Your neighbors

Your business associates

Your customers

Your other clubs, organizations or church members

Your local police and fire department members

Your doctor, dentist and accountant

Your banker and lawyer

Your grocer and gas station attendant

Your druggist and mail carrier

Newspaper Leads

Feature articles

People who moved to town

People who are promoted

Civic leaders

Marriages, engagements and anniversaries

Movers and Shakers in Your Community

Service station and convenience store personnel

Real estate agents

Service and trades people (plumbers, carpenters, mechanics, electricians)
Bank tellers
Store clerks and salespeople
Insurance agents and financial planners
Volunteers in other community organizations

Lists and Directories
Retired military lists from local civic sources
Telephone books
City directories
Chamber of Commerce lists
Credit service lists
Association directories
County registrar records
Tax exempt lists

Available Recruitment Materials

How to Order:

Email to penny@fra.org or mail your request for Recruiting Materials: Fleet Reserve Association, 125 N. West Street, Alexandria, VA 22314-2754. You may also fax your request to: (703) 549-6610. (See order form enclosed)

Useful Internet Websites

The Fleet Reserve Association: www.fra.org
United States Navy: www.navy.mil
United States Marine Corps: www.usmc.mil
United States Coast Guard: www.gocoastguard.com or www.uscg.mil
Department of Veterans Affairs: www.va.gov
Department of Defense Health Care Program (TRICARE)-www.tricare.mil
U.S. Senate-www.senate.gov
U.S House-www.veterans.house.gov

ENCLOSURES

Hagel Initiatives Enable Veteran, Military Support Organizations

By Army Sgt. 1st Class Tyrone C. Marshall Jr.

DoD News, Defense Media Activity

WASHINGTON, Jan. 16, 2015 – Defense Secretary Chuck Hagel has set policy emphasizing the importance of relationships with veteran and military service organizations, as well as military support nonprofits, through initiatives to give the groups access to service members and their families.

The defense secretary signed two policy memorandums in December directing Defense Department leaders to implement standardized procedures to allow veteran, military and military-support nonprofit organizations better access to provide support to troops and military families.

Critical Importance

“National VSOs and MSOs,” Hagel said in one memo, “are a critical component of our overall framework of care for our service members throughout all phases of their military service, but especially their transition to civilian life and veteran status.”

Nonprofit non-federal entities, he said, can be of critical importance to service members throughout their careers, and within the bounds of law and regulation, it's in the department's interest to maintain strong and positive relationships with them.

“These memos serve to re-emphasize those privileges granted under the law or flexibilities authorized under current DoD policy,” Hagel said. These initiatives direct immediate implementation of additional measures to facilitate consistent delivery across DoD, he said.

The directives, Hagel said, also provide clarity to installation commanders on adjudicating requests for space or services.

Points Emphasized

In a letter sent to retired Army Gen. Gordon R. Sullivan, president of the Association of the United States Army, and other nonprofit organizations, the defense secretary laid out six aspects of the initiatives which are designed to remove “unnecessary barriers and inconsistencies” in dealing with these organizations.

- Installation commanders will provide available space and associated services on military installations allowing national VSOs and MSOs to provide VA-accredited representation services to transitioning service members.
- All requests and decisions on installation access, use of space or logistical support will be made in writing.
- Installation commanders are directed to be welcoming and supportive of nonprofit organizations that enhance morale and readiness of the force, and are consistent with mission requirements and security constraints.
- Training and education will be provided in regular pre-command, judge advocate and public affairs officer training courses to educate personnel on the authorities and flexibilities associated with procedures and support to both accredited VSOs and MSOs, and military support nonprofit organizations.
- DOD will use consistent and standard procedures to process requests for installation access with new tools and templates provided to aid in consistent and fair assessment and adjudication of requests for access and space.
- Commanders are authorized to use official command communication channels, including Transition Assistance Program materials, to inform service troops of the availability of services and support on the installation provided by VSOs, MSOs and military-supporting nonprofits.

Maintain Relationships

Hagel expressed pride in what he termed a major accomplishment, and explained the importance of the directives.

“These directives underscore my belief that events and support provided by VSOs, MSOs and military-support nonprofits can be critically important to the welfare of our service members and families,” he said.

The department must maintain positive relationships with those organizations, Hagel said, to facilitate their delivery of services to military personnel who need them.

_____ **LARGE (Free Standing)**

Please circle the Fleet Service: **Navy** **Marine Corps** **Coast Guard**

Retiree **Active Duty**

_____ **SMALL (Table Top)**

ORDER MUST ARRIVE NO LATER THAN _____

MAIL TO: _____
(Name)

(Address)

(City, State, Zip Code)

(Area Code - Phone Number)

Mailroom: Complete the following as applicable and return to the Director Membership Development)

CARRIER: _____

CONTROL #: _____

PHONE # (TO TRACK): _____

EST. DATE OF ARRIVAL: _____

COST: _____

Rev: 090116



ITEMS FOR ORDER FROM HQ

(Replaces All Previous Editions)

**ALL ORDERS WILL BE BILLED DIRECTLY TO THE BRANCH SECRETARY.
 PLEASE INDICATE SHIPPING DIRECTIONS AT BOTTOM OF FORM.**

*Note: All prices are subject to change without prior notice.

Item #	Description	Price	Qty	Total
1302	Membership Lapel Pin	\$2.50		
1304	Past Branch President Lapel Pin	\$30.00		
1306	Past Branch Secretary Lapel Pin	\$22.00		
1308	Past Branch Officer Lapel Pin	\$25.00		
1310C	Large Binder for FRA CB&L – 8.5 x 11	\$7.00		
1314	Robert’s Rules of Order-Newly Revised-11 th Edition	\$15.00		
1315	Robert’s Rules of Order-the Classic Edition	\$8.50		
1322	Numbered Silver Pendant (Indicate number of years: _____)	\$2.75		
1324	Numbered Gold Pendant (Indicate number of years: _____)	\$2.75		
1326	Gold Lapel Button	\$27.50		
1328	Branch Administrative Manual	\$10.50		
1329	FRA Official Embroidered Cap Patch	\$3.00		
1334	Branch Officer Medallion (With Bar)	\$14.00		
1338	Widow/Widower’s Memorial Medallion (With Chain Loop)	\$4.50		
1356	Continuous Membership Pin – 5 Years	\$7.50		
1358	Continuous Membership Pin – 10 Years	\$7.50		
1360	Continuous Membership Pin – 15 Years	\$7.50		
1362	Continuous Membership Pin – 20 Years	\$9.15		
1364	Continuous Membership Pin – 25 Years	\$9.15		
1366	Continuous Membership Pin – 30 Years	\$9.50		
1368	Continuous Membership Pin – 35 Years	\$9.50		
1370	Continuous Membership Pin – 40 Years	\$9.15		
1372	Continuous Membership Pin – 45 Years	\$9.15		
1374	Continuous Membership Pin – 50 Years	\$9.50		
1376	Continuous Membership Pin – 55 Years	\$10.95		
1378	Continuous Membership Pin – 60 Years	\$11.45		
1380	Continuous Membership Pin – 65 Years	\$11.45		
1382	Continuous Membership Pin – 70 Years	\$11.45		
1387	FRA Challenge Coin	\$7.00		
1312A	FRA Logo Decal - 4 x 4 (With Adhesive on Back)	No Charge		
1312B	FRA Logo Decal - 4 x 4 (With Adhesive on Front)	No Charge		
1333	FRA Logo Decal - 13¼ x 12¾ (With Adhesive on Front)	No Charge		
1342	Certificate of Appreciation for FRA with Gold Seals (Limited 20 free of charge, over 20 \$0.25 each)			

1346	Americanism/Patriotism National Essay Contest Certificate – Participation Award with Gold Seals (Limited 20 free of charge, over 20 \$0.25 each)			
1350	Americanism/Patriotism National Essay Contest Certificate – Regional Award with Gold Seals (Limited 20 free of charge, over 20 \$0.25 each)			
1354	Americanism/Patriotism Recognition Certificate - Special Award with Gold Seals (Limited 20 free of charge, over 20 \$0.25 each)			
1383	FRA Swoosh Plastic Bag (Limited 20 free of charge, over 20 \$0.25 each)			
1391	My Personal Affairs Brochure (Limited 10 copies free of charge, over 10 copies \$1.00 each)			
1392	FRA Education Foundation Brochure	No Charge		
1393	FRA Education Foundation Flyer	No Charge		
1394	About FRA Flyer	No Charge		
1395	Communicate with your Elected Officials (Limit 10 copies free of charge, over 10 copies \$1.00 each)			
1396	FRA TODAY (indicate issue _____)	No Charge		
1397	Regular Membership Application	No Charge		
1398	Wallet (Folded) Membership Application	No Charge		
1399	Life Membership Application (Updated 5/1/2009)	No Charge		
1400	FRA Recruiting Brochure	No Charge		
1401	FRA Recruiting Poster	No Charge		
1402	Report of Change of Address (can be done by e-mail or phone as well)	No Charge		
1403	Report of Death (can be done by e-mail or phone as well)	No Charge		
1404	Report of Transfer (can be done by e-mail or phone as well)	No Charge		
1405	FRA Recruiting Manual	No Charge		
1406	FRA Americanism Essay Contest Poster	No Charge		
1407	FRA Americanism Essay Contest Rule	No Charge		
1408	FRA Americanism Essay Contest Cover Sheet	No Charge		
1409	FRA DVD	No Charge		
1410	Silver Stickers: (FRA logo – peels off and sticks on a surface)	No Charge		
1411	Postcard (USN) to mail to prospective members	No Charge		
1412	Postcard (USMC) to mail to prospective members	No Charge		
1413	Postcard (USCG) to mail to prospective members	No Charge		
1414	New Member Flyer	No Charge		
1416	Small Literature Holder	No Charge		
Special Order	Past Regional President Ring	Contact FO		
Special Order	FRA Displays: These can be ordered directly from <u>Post-Up Stands</u> for branch to own. If the branch will use them more than once per year, that is more cost effective than shipping to and from HQ. Contact Marketing Department for current order form and file names. Branch will be notified of shipping cost for displays on loan before displays are shipped.			
TOTAL				

Date of Request _____

ORDER MUST ARRIVE NO LATER THAN _____

MAIL TO:

(Name)

(Address)

(City, State, Zip Code)

(Area Code - Phone Number)

Mailroom: Complete the following as applicable and return to Finance Officer

CARRIER: _____

CONTROL #: _____

PHONE # (TO TRACK): _____

EST. DATE OF ARRIVAL: _____

COST OF SHIPPING TO BILL TO THE BRANCH: _____

052016

Keystone Uniform Cap

(215) 821-3434

DIVISION OF M. H. GROSSMAN

fax (215) 821-3438

2251 Fraley Street
Philadelphia, PA 19137
www.keystoneuniformcap.com
Manufacturers of Quality Uniform Headwear

Fleet Reserve Association Order Form – Men’s Style

Name:		
Address:		
City:	State:	Zip:
Phone#	Cap Size:	

All hats include the words “Fleet Reserve Association”, Branch Number and FRA Emblem

Item	Description	Units	Price	Extension
Fleet Cap- With Gold Crown	GOLD Crown with blue sides and gold letters		\$26.95 ea.	
Fleet Cap- With Grey Crown	GREY Crown with blue sides and gold letters		\$26.95 ea.	
Fleet Cap- With Red Crown	RED Crown with blue sides and gold letters		\$26.95 ea.	
Additional Letters	<i>(Do not count punctuation marks)</i>		\$.60 per letter	
Zippered Bag	Frosty clear plastic bag		\$4.00 ea.	
Shipping & Handling			\$8.00	

*All orders are paid in advance with check or money order. Checks payable to: **Keystone Uniform Cap***

<u>Total:</u>

Please include your BRANCH NUMBER:	
Embroidery on LEFT side	Embroidery on RIGHT side

***PLEASE NOTE: ALL RUSH ORDERS WIL INCUR AN ADDITIONAL CHARGE/FEE**

Keystone Uniform Cap

(215) 821-3434

DIVISION OF M. H. GROSSMAN

fax (215) 821-3438

2251 Fraley Street
Philadelphia, PA 19137
www.keystoneuniformcap.com
Manufacturers of Quality Uniform Headwear

Fleet Reserve Association Order Form – Ladies Style

Name:		
Address:		
City:	State:	Zip:
Phone#	Cap Size:	

All hats include the words “Fleet Reserve Association”, Branch Number and FRA Emblem

Item	Description	Units	Price	Extension
Fleet Cap- With Gold Crown	GOLD Crown with blue sides and gold letters		\$27.95 ea.	
Fleet Cap- With Grey Crown	GREY Crown with blue sides and gold letters		\$27.95 ea.	
Fleet Cap- With Red Crown	RED Crown with blue sides and gold letters		\$27.95 ea.	
Additional Letters	<i>(Do not count punctuation marks)</i>		\$.60 per letter	
Zippered Bag	Frosty clear plastic bag		\$4.00 ea.	
Shipping & Handling			\$8.00	

*All orders are paid in advance with check or money order. Checks payable to: **Keystone Uniform Cap***

<u>Total:</u>

Please include your BRANCH NUMBER:	
Embroidery on LEFT side	Embroidery on RIGHT side

***PLEASE NOTE: ALL RUSH ORDERS WIL INCUR AN ADDITIONAL CHARGE/FEE**

