

**FLORIDA...**Janice Poirier, President:

Retired locals have workshops for upcoming retirees, as well. Miami-Dade Retired just had a very successful workshop last week. I have been invited to the one in Palm Beach next Tuesday. That was the same way I became a member 3 years ago. Broward-Retired actually invites potential retirees, serves them lunch and gets members that way. Our continuous membership includes "bring a friend" to our meetings. Palm Beach County-Retirees just got 3 new members that way. The end of the school year is another good time to get members. In Florida, our retired locals have an end of the year breakfast and/or luncheon where we sign up new members then.

Some of our locals, Pasco-Retired comes to mind, sets up a table at the beginning of the year to get new members that will be retiring at the end of the year.

**NEBRASKA...**Deloris Tonack, President

1)If there is a local retired association ( we have 7 of them), unified membership is required in all three; if no local, membership in both state and national is required. At this time, state retired membership requires active membership in the year prior to retirement.

2) We have both annual and lifetime dues plus pre-retired life subscription options. Annual is a total of \$60 for state and national. Lifetime is a total of \$500 with 5 installment options. Local dues vary within our state.

3) We advertise joining on our website, with a brochure, at local events and in particular at retirement sessions for actives held throughout the state.

4) Membership in our Retired carries benefits such as continued liability insurance for substitute teaching, three free conferences each year, three free publications each year, and accessibility to a Blue Cross Blue Shield Medicare Supplement Plan.

5) Last year we provided a \$100 rebate for those joining as life members, both retired and pre-retired, and gathered over 300 new life members—more than triple our usual gain. The Lincoln local retired is doing a \$50 rebate for life membership this year.

6)For the last three years we have been promoting what we call CORE, call on retired educators. This has provided many ways for members to belong (not just join). They have helped at local active events, provided programs at student member events, helped with the Educators' Rising conference, entered member data for our state office, lobbied, and helped the Nebraska State Education Association in various ways.

**MICHIGAN:** Kay Walker Talma, President

The Michigan Education Association has All Inclusive Membership but when the right to work hit Michigan we could not require membership. We have worked hard to gain members. Following are some of our "secrets" we have used. We manage our own money. When an active retires a letter is sent to them extending congratulations. If They are fully paid lifetime members they are also sent a membership card.

If a retiring school personnel has not fully paid MEA-Retired dues, they receive a letter telling them how much they still owe to become a lifetime member. A letter is sent to people who are not fully paid for three consecutive years informing them the amount they still owe.

We recently gained the ability to allow members to set up a plan to pay dues.

We have a table at MEA functions to hand out membership brochures and answer questions.

It is required to be a MEA-Retired member in order to take advantage of MEA Financial Services which sells auto, home, extended care insurance. In addition, NEA benefits requires the same. That encourages actives to join.

Our constitution states that anyone receiving retirement from the Michigan Office of Retirement Services and employees of the MEA may become members. We have people outside of MEA join as well as those working for MEA.

Our Public Relations Committee places membership ads in the MEA Voice which is the MEA magazine for members.

Advertising the liability insurance NEA offers encourages membership.

Members attend MEA Region meetings and promote MEA-Retired.

**NEW JERSEY:** Judy Perkins, President

New Jersey recruits new members by attending the actives' County Representative Council meetings in our 21 counties. At these bi-monthly meetings, a retiree officer talks about what NJREA or the county retiree association is doing -- talking about health benefits, pension, outreach, advocacy, scholarships, etc. In addition in May and June, retiree officers attend retirement brunches, dinners in counties or school districts to again meet actives who are retiring and sign them up for NJREA membership. During the last few years, we have promoted pre-retirement lifetime membership. Once an active has paid for pre-retirement lifetime membership, he/she receives our quarterly state newsletter. We ask that it be posted in a faculty room or lunchroom to "advertise" NJREA.

NJREA retains members by offering discounts on products, insurance, etc through the NEA/NJEA Member Benefit program. Our state newsletter contains information on legislation, social security, health insurance that retirees need to know. We post the newsletter on our website so that retirees always have access to information in previous issues. We have two statewide business meetings and luncheons and a two-day convention. These events attract several hundred people. Each of our 21 county associations have business meetings and luncheons two - four times a year. These events attract one hundred or more retirees who want to get information and socialize. The NJREA officers often attend these meetings throughout the state and year.

**MISSOURI:** Theresa Reger, President

Missouri's quarterly newsletter, *Focus* is sent electronically to every member (including our Pre-Retired members) for whom we have an email address. Hard copies are printed and sent by U.S. mail to about a half dozen members who have specifically requested this. The cost for this is negligible.

In addition to our official newsletter, we also send a monthly electronic "just-for-fun" communication entitled JOLT, as in Just One Little Thing. It contains things like seasonal recipes, good books to read, craft ideas, travel & entertainment suggestions, etc. Each month's issue also lists the dates & locations of upcoming Regional MNEA-Retired gatherings.

I write a column for every issue of Missouri NEA's magazine, *Something Better*. For issues that call for immediate attention, I send an electronic message via our membership listserv.

**INDIANA:** Rod Ellcessor President

Indiana has a long history of targeting Active members to understand and pre-subscribe to ISTA-Retired. Our growth began in the early 2000's when our Executive Committee first began organizing chapters now growing to our current 26. Throughout those years, we have used various strategies which include but are not limited to:

1. Identify Active members who are nearing retirement and exposing them to the value of continuing as a life member of ISTA. We use aged targeted letters and

news information. We have a quarterly newsletter developed by our Newsletter Committee which is distributed either electronic or by hard copy.

2. Attending all Active member events where we collect money for student scholarships and PAC's.
3. We developed a master plan for membership growth and updating each year. This master plan was developed over a two year period.
4. Developing grant plans and applying for those through NEA.
5. Establishing Membership and Communications committees which meet regularly with stated goals and objectives.
6. Receiving staff assistance and financial support from ISTA.
7. Offering training at our State Conferences for both Actives and Retirees.
8. Participating in the Representative Assemblies, all four State Committee, and the Board of Directors.
9. We have Retired Legislative Committee which participates in lobbying and other political action and campaigning.
10. Chapters are divided into 6 zones which offer training to chapter leaders twice a year.
11. The Executive Committee evaluates all aspects of our operations and makes recommendations for improvements. This includes updating the Operating Procedures, ISTA Bylaws and Board Policy, and other documents. The Executive Committee meets 5-6 times a year preparing the agenda for operations including the training program for the Zone meetings.
12. ISTA provides financial support for operation expenses. We also have a lifetime dues fund.
13. Retired has a Membership cadre of member trainers who travel to weak chapters and areas for growth.

**NORTH DAKOTA**, Nancy Peterson, President

In the large locals we try to make personal contacts through letters or phone calls to people who have announced they are retiring.

We also try to have retired members at all activities that are put on for Active members.

Our Association does a magazine and each time we are given space to write an article and include our membership form.

We also have recruiters that go out to sign members up and they also contact in person people to bring up the retired organization.

**MARYLAND**, Phyllis Parks-Robinson

Everything happens at the local level. There are outreach receptions for members who are retiring. There are also retiring member recognition luncheon/dinners in some locals. Some locals do other activities to outreach to prospective members. We have membership forms available at most statewide training sessions.

**HAWAII**, Beverly Gotelli, President

Hawaii has a Pre-Retirement workshop that we do yearly at our affiliate work day. The presentation informs active teachers on how to prepare and what documents they need to keep. We also share why it's important to join NEA Life when still employed. We have been doing this for more than 20 years. At local RA's of the actives we make our pitch on joining NEA Life.

**CONNECTICUT**, William Murray, President

Each year, we work with the Connecticut State Teachers Retirement Board. They provide us with two data files. One is a list of all retirees who will be receiving a pension check as of September (name, complete mailing address, e-mail, phone, district retired from, years taught, dob) We can manipulate that data to produce list of the newest retirees, all retirees, retirees by location, or any other list. We also receive of all pre-retirees paying into the system.

**NEVADA**, Tom Wellman, President:

In Nevada we are finding that NSEA active members need a face for the retired program; they are not aware that we exist. Therefore, we are showing up wherever we can and participating in the agenda, asking members to belong to the retired program. It's hard work but work that we see as very necessary. We will continue to work with NSEA to be that daytime face of our association.