

The Third P (PLANNING)
Annual Membership Campaign Plan

_____ **Retired Teachers Association Date** _____

Current number of members (spring of 2020) _____

Membership Committee Chair Person for 2020-2021 _____

Membership Committee Team Captains *(It is suggested that there be one team (Three people) for every 50 current members. The number of teams/team members could be more if a large local has a lot of cash paying members.) List additional teams on a separate page if you have more than 50 members.*

The Membership Committee Chair plus the membership committee team captains should become the core of the membership committee. Their responsibility is to plan and carry out a 12- month membership plan for the association. The membership committee needs to plan how to contact and retain current members (collect dues), contact and sign-up retirees who have been retired one (1) or more years, and contact and sign-up new retirees.

List activities/plans by month. (Initial membership is due to TRTA by July 31 of each year. Each local should plan a 12- month membership promotion calendar.

Please attach your membership campaign for the 2020-2021 membership year to this cover sheet. The plan should include activities for each month, who is responsible for each activity, and a budget for expenses.

Finally, determine a goal for membership. (Include a goal for retention of members, a membership goal for recruitment of retirees who have been retired one (1) or more years, and a goal for the recruitment of new retirees.) Your membership goal should be a net gain goal, not just a break-even goal. Be realistic, but don't set your goals too low.

Retention Goal: _____% (This could be as easy as contacting cash members when it is time to collect dues, or it could be getting everyone to sign up for pension deduction of their dues.)

Recruitment Goals :(below)

Previously retired education employees (number goal) _____ (percentage goal) _____

Newly retired education employees (number goal) _____ (percentage goal) _____

Please bring the completed membership plan to the October workshop in your region.

Thank you for your cooperation

Ron Pendergrass, TRTA President