Recutting and Retaining NEA-Retired Members

Attracting New NEA-Retired Members

The cause of public education that is championed by NEA is strengthened by NEA-Retired membership. Your voice, combined with that of other NEA members, is our strongest force in continuing to achieve support for public education. The NEA will continue to lobby for legislation that benefit retired members, such as strengthening Social Security without privatization, securing a more comprehensive prescription drug benefit under Medicare, protecting your pension and containing the cost of health care. Further, NEA-Retired will continue to represent the interest of all the retired members of the educational community.

Why Join?

The most common question, in response to a recruitment proposal to join NEA-Retired is, “Why should I join?” Potential members may be solicited by competing organizations or they may not belong to anything at all. This makes the response you give all the more important. Merely describing what NEA-Retired does is an old-fashioned way to convince people to join. In the membership marketplace, our message has to have some real meaning—for the prospective member.

- Your State-Retired/NEA-Retired Association is the only retiree organization affiliated with the NEA.
- Your retired membership keeps you involved with over 3.2 million NEA members advocating for students, public education, and the welfare of retired members.
- Continuing membership in your state and national Association keeps you involved in our profession. You can be as active as you decide to be.
- Continuous membership provides opportunities to participate, vote, and hold office when you retire.
- Continuing membership keeps you informed on retiree and public education issues through state and national publications.
- Continuing membership keeps you eligible for NEA Member Benefits:
  - Liability insurance
  - Long-Term Care Insurance and Medicare Supplement Insurance
  - Credit programs
- Retired membership allows you to keep a community of friends and fun.
Benefits of NEA-Retired Membership

While no list of features will convince someone to join NEA-Retired or remain a member, here are some “benefits” we have to offer prospective members. *See Appendix E.

Government Relations and Political Action

NEA-Retired members work with national and state associations to protect, maintain, and improve retirement benefits, and health care including Social Security, defined benefit plans, Medicare, GPO-WEP. For more information see Appendix C.

In addition, NEA-Retired members are involved in electing pro-public education candidates, lobbying, phone banking, cyberlobbying, and fundraising.

Networking Opportunities

We often point with great pride to a long laundry list of meetings, training sessions, and functions held during the year. A prospective member might just think, “so what?” A demonstrable benefit is the time and money we have saved members by bringing all of these new products, programs, and ideas together in the same place and at the same time.

NEA offers a variety of programs for local association participation. Opportunities to volunteer in public education include mentoring programs and intergenerational programs. Retirees have been involved in “Read Across America,” the Keys to Excellence for Your Schools (KEYS) program, and America’s Promise—An Alliance of Youth. NEA-Retired also is working cooperatively with Elderhostel, National Head Start Association, Generations United, Alliance for Retired Americans, Reading is FUNdamental, and many other community organizations.

Publications

When we mention all the publications our members receive, we may leave them with the impression that they will be inundated with mail they will not want to read anyway. That is hardly a benefit. What we can tell them instead is that they will be getting a steady stream of ideas and information that will help them manage their retirement lives better and more profitably. These communications will help them stay in touch with what is going in their states and in the national education picture. Now that is a benefit of joining.
**This Active Life Magazine**

_This Active Life_ is a full-color bimonthly NEA publication that reports on people, events, and concerns directly related to its Retired membership.

**NEA-Retired Web Site**

Visit NEA-Retired’s Web site, [www.nea.org/retired](http://www.nea.org/retired), to learn more about NEA-Retired special projects, retired issues, legislative programs, health care, NEA-Retired benefits, and other retirement related Web sites.

**State and Local Level Communications**

NEA-Retired members receive access to printed and electronic publications, brochures, and seminars.