



Engage, Recruit, Retain:

A Roadmap to Membership Success



NEA Members and External Audiences

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WELCOME & INTRODUCTIONS





Focus of Presentation

- ⚙️ Increase membership by equipping attendees with effective strategies.
- ⚙️ Strengthen the organization and ensure sustainability.
- ⚙️ Retain long-term members.
- ⚙️ Current challenges facing unionism, including the uncertainty of the Trump administration.
 - Recruitment is more important than ever to protect our collective interests.



HOW NJEA IS FIGHTING BACK



NJ Gubernatorial Election:

- 🏠 NJEA/NJREA is working to elect **NJEA President, Sean Spiller**, as our
- 🏠 pro-education governor to protect active & retired members and fight for the working class.
- 🏠 Actively raising PAC dollars and direct contributions to support the campaign.

🏠 Impact on Recruitment & Retention:

- 🏠 **Recruitment:** A supportive governor creates a favorable environment for attracting new members.
- 🏠 **Retention:** Strong leadership protects pensions, benefits, and earned rights for current members.

🏠 Other Impacts on Membership:

- 🏠 **Advocacy & Support:** Strengthens public education and member protections.
- 🏠 **Workplace Conditions:** Promotes better conditions for active & retired members.
- 🏠 **Bargaining Power:** Secures funding for education and boosts union leverage.
- 🏠 **Benefits Protection:** Safeguards health and retirement benefits.
- 🏠 **Unity:** Fosters solidarity and engagement across the membership.

🏠 Increase membership by equipping attendees with effective strategies.



POLL QUESTION

- 🏠 How many new members have you recruited in the past year?
- 🏠 What is the biggest challenge to recruiting REA members?
- 🏠 How confident are you in discussing REA membership benefits?



KEY ACCOMPLISHMENTS & STRATEGIES

These have proven effective in attracting new members by leveraging existing members' networks.

Successful Programs:

- 🏠 Bring a Friend” Initiative
- 🏠 Adopt a Local” Initiative
- 🏠 Members of Color (MOC) Coffee & Croissants
- 🏠 Regional Meet-and-Greet Events
- 🏠 Hustle Outreach
- 🏠 Zoom Outreach
- 🏠 Attendance at NJEA Events
- 🏠 Unified approach with actives and retirees



BRING A FRIEND TO NJREA

Share the Benefits!

Help a fellow retiree rediscover the power of connection and advocacy by inviting them to join NJREA! The Bring a Friend initiative encourages active members to bring inactive retirees to events and meetings, where they can learn why NJREA membership is invaluable.

Here's why they'll want to join:

- **Protect What Matters Most:** NJREA is a powerful voice safeguarding pensions, healthcare benefits, and the future of public education.
- **Stay Informed and Engaged:** Access expert resources, exclusive updates, and opportunities to stay connected to the education community.
- **Enjoy Exclusive Perks:** From discounts on travel, dining, and entertainment to workshops and wellness programs, membership comes with real rewards.
- **Build Lifelong Friendships:** Join a vibrant community of retired educators who share your passion for learning and making a difference.
- **Make Your Voice Heard:** Be part of a respected organization fighting for retired educators and public education at the state and national levels.



Check with your county or state leadership for a list of events where "friends" are welcome. *Together, we can grow stronger and amplify our impact!*





CENTRALIZED ELECTRONIC RESOURCES

- 🏠 **Consolidated Recruitment Resources:** All materials now available in one place on the website for easy access and streamlined use.
- 🏠 **Palm Card with QR Code:** The palm card includes a QR code linking directly to recruitment flyers and promotional content for seamless outreach.
- 🏠 **QR Code Demonstration:**
- 🏠 **Engagement Poll:** How likely are you to incorporate a QR-coded palm card into your recruitment efforts? What else might you use to recruit? (use post it notes)



Retirement Doesn't Mean Goodbye

Keep your advocates active!

Many members don't realize the incredible resources available to them through the **New Jersey Retirees' Education Association (NJREA)**. That's where you come in—local leaders can make a big impact by helping us inform our members about NJREA!

Here's what NJREA offers to retired public school employees:

- Assistance on pension and medical benefits questions
- Travel tips for maintaining benefits coverage on the go
- Survivors' benefits and resources for navigating life changes
- Details on working after retirement and protecting your pension

Let's ensure our retirees know about this valuable support network so they can retire with confidence and peace of mind.

Resources at your fingertips!




njrea
New Jersey Retirees' Education Association



RESOURCES ALL IN ONE PLACE

 <https://www.njrea.org/documents/download-category/njrea-membership>



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Why NJREA needs YOU!

- If retirees assume invulnerability, they forget change is a few votes away.
- An association's importance is measured by the number of members.
- NJREA informs you when action is needed.
- Protecting your pension protects everyone else's.

Need to speak with NJREA Membership about paying dues or checking status? Call 609.310.4546, option #9



New Jersey Retirees' Education Association est. 1920

Any questions? Call 609.310.4546

Pension: press 1	NJEA/NJREA
Medicare/Health	Newsletter: press 6
Benefits: press 2	NJEA PAC: press 7
Life Insurance & Survivor	NJREA Officers: press 8
Benefits: press 3	NJREA Membership: press 9
Member Benefits	Any other questions
Program: press 4	about NJREA: press 0
NJREA Activities: press 5	

 NJREA@njea.org

2411 - 4/2024



ADOPT A LOCAL

Join the 'Adopt a Local' initiative and connect with your former colleagues! Be an ambassador for NJREA by attending local association workshops, socials, and meetings. Foster mentorship and collaboration, celebrate milestones, and share NJREA's benefits and advocacy success stories. Together, we can strengthen our community and inspire current educators to see the lifelong value of union membership. Let's build bridges and make a lasting impact!



Serving active and retired members

- **Bridge Connections:** Foster mentorship and collaboration between retired and active members, strengthening ties across generations.
- **Support Advocacy and Showcase Benefits:** Advocate for policies that benefit educators and highlight NJREA's role in protecting pensions, benefits, and public education.
- **Celebrate and Recruit:** Recognize milestones, inspire future NJREA members, and emphasize the lifelong value of union membership.
- **Strengthen Community:** Participate in local events, including association workshops, socials, and meetings, to build connections and demonstrate retirees' continued impact on education.
- **Share Success Stories:** Highlight NJREA's advocacy wins and initiatives, inspiring active members to see the value of staying involved post-retirement.

Local presidents:
Do you have members retiring soon?



Honor your members' careers at retirement.



Celebrate their service career by ordering a special NJEA certificate of service to use at your retirement dinners or other special events. **It's quick-just fill out the form by clicking the link below, or scan the QR code!**

Certificates take about three weeks to process. They will also receive a presentation folio and NJREA Membership brochure.

Make their transition extra special! Gift the first-year membership to honor your retirees and keep their legacy alive.

[njea.org/retirement-certificate-order-form](https://www.njrea.org/retirement-certificate-order-form)

 NJREA has a FB page for Retirees- (Must be an NJREA member to join) "NJREA Members"



New Jersey Retirees' Education Association est. 1920



RESOURCES ALL IN ONE PLACE



<https://www.njrea.org/documents/download-category/njrea-membership>

Want to make a difference for public school employees now and after retirement?

Become a pre-retired lifetime member!



An actively employed professional or education support professional (ESP) member who is eligible for a New Jersey state pension may join NJREA prior to retirement at the current lifetime dues rate. Becoming a lifetime member will lock-in your savings!

If you elect to join NJREA prior to retirement as a lifetime member, you may pay the dues in 10 monthly installments (Sept. thru June) during one school year. NJEA will bill you monthly; dues may not be deducted from your salary.

NOTE: No money will be refunded should any pre-retiree member leave the profession.

For more details about this opportunity and payment installment options, please contact the NJEA Membership Division at 609-310-4546, press #9.

Stay active & join FOR LIFE

For details about this opportunity and payment installment options, fill out the application at [njrea.org/njreamembership](https://www.njrea.org/njreamembership).

Resources at your fingertips!

NJREA's webpage, [njrea.org/njrea](https://www.njrea.org/njrea), provides a multitude of valuable information for retired public school employees. Our site offers everything from information about Medicare to tips on benefits coverage while traveling to survivors' benefits and details on working after retirement.

NJREA strives to compile all the information you will need to make the right decisions to protect yourself and your pension upon retirement.



Got questions? Call 609.310.4546

NJREA Officers: press 1

Pension: press 2

Medicare/Health

Benefits: press 3

Life Insurance & Survivor

Benefits: press 4

Member Benefits

Program: press 5

NJREA Website: press 6

NJEA/NJREA

Newsletters: press 7

NJEA PAC: press 8

NJREA Membership:

press 9

Any other questions

about NJREA: press 0



New Jersey Retirees' Education Association

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609-310-4546, press #1 njrea@njrea.org Email: njrea@njrea.org

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Join the New Jersey
Retirees'
Education Association

You retired from
your position,
NOT your
profession!

Be active!



The best friend you didn't know you needed!

New Jersey Retirees Education Association

The Benefits of NJREA membership

When you join NJREA, you belong to one of the largest retired public school employee organizations in the nation. What's more, you maintain your membership with NJEA, NEA-Retired and your County Retired EA.

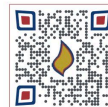
As a member of NJREA, you will receive:

- Assistance from NJEA professional staff on pension and medical benefits questions
- Assistance on all retirement concerns
- Member services like legal assistance, liability insurance and more
- Member benefit discount program – appliances, travel, cars, etc.

These services, a great membership value, are available only to dues-paying NJREA members. NJREA dues range from \$60 to \$120 annually, depending on your county of membership and whether you were a certificated school employee or an educational support professional.

Why you need NJREA:

- We are the only organization with the sole purpose to protect retiree benefits.
- We tell you what is developing.
- We inform you when action is needed.
- Stay connected to your colleagues and profession.



Join NJREA –
[njrea.org/njrea](https://www.njrea.org/njrea)

For membership questions – call: 609-310-4546, option 9, and follow the prompts.



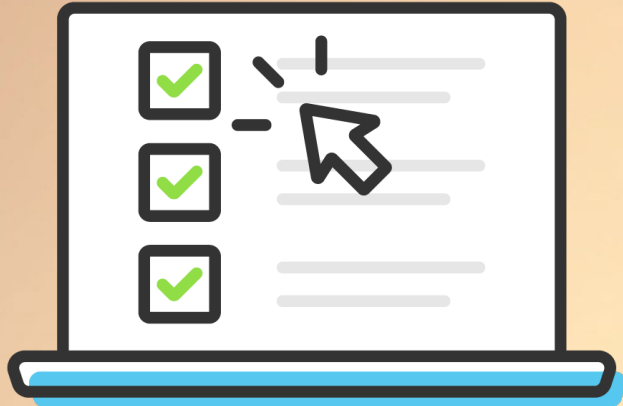
New Jersey Retirees' Education Association est. 1920



SURVEY, INSIGHTS & MOCK SURVEY

Initiative with state organization –
cost-effective and collaborative.

- 🏠 Key findings from surveys
- 🏠 Identifying member and non-member needs.





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POLL QUESTIONS


- 🏠 Which initiative do you think would resonate most with potential members?
- 🏠 What do you think non-members value most from REA?
- 🏠 Use the Post-It notes at your table to list what might work for your REA.





PRACTICAL SCENARIOS FOR RECRUITMENT

You are meeting with retired friends and realize one of them is a potential member. What is the best way to approach them about REA membership?



At your table discuss what might be an effective strategy to approach membership with this potential member.

HONORING RETIREES & FUTURE INITIATIVES

Importance of recognizing retirees and honoring their contributions.

Encourage active locals to:

- Submit retiree names for recognition (folio sample).
- Use contact information for recruitment campaign over summer into fall (phone calls, email blasts & Hustle)
- Cover the first year of REA membership for retirees.
- The **25-Year Club Initiative** as a bridge connecting active members to REA.
- Attendance at **Affiliate Conferences** and attend **President Trainings** and **Membership workshops** to strengthen recruitment efforts.



These help build a stronger, more engaged REA membership!



YOU DON'T HAVE TO SPEND A LOT OF MONEY!

Creative Ideas for Implementing Initiatives Without Funding (5 minutes)

- 🏠 Leverage Volunteer Efforts
 - 🏠 Encourage members to volunteer time and skills for events and outreach.
- 🏠 Utilize Free Digital Tools
 - 🏠 Create a Facebook page
- 🏠 Partner with Local Businesses
 - 🏠 Seek in-kind donations or sponsorships in exchange for promotion at events

- 🏠 Host Potluck Events
 - 🏠 Plan a picnic where everyone brings a dish to share
- 🏠 Create DIY Marketing Materials
 - 🏠 Design flyers using free templates and distribute at local events



REA MEMBER RESOURCES – STAY INFORMED & CONNECTED

Publications/Support in NJ:

NJREA Newsletter – Covers key retiree issues, benefits updates, and upcoming events.

NJEA Review – A broader look at education trends, legislative news, and union updates.


Petal's Picks – Curated recommendations and insights tailored for retirees.

Why This Information Matters:

✓ **Timely & Relevant** – Get crucial updates on pensions, healthcare, and legislative changes.

✓ **Well-Researched Advisories** – Reliable insights to help retirees make informed decisions.

✓ **Knowledge is Power** – More information means better planning, stronger advocacy, and greater access to resources!

 When talking to potential members, highlight that your REA keeps retirees informed, engaged, and empowered!





Annual Membership Outreach – Keeping Retirees Connected

September: Membership cards & officer welcome letter.

October: Gifting letter—upgrade to lifetime membership.(still doing this)

November: Renewal reminder for annual members & new retirees.

March: Email to local presidents about gifting opportunity.

May: Renewal letters for the upcoming year.





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CLOSING REMARKS

Challenge:

- 🏠 Set one clear, actionable recruitment goal and outline the steps to achieve it.
- 🏠 Develop a strategic plan with tasks, timelines, and measurable outcomes.

Final Thought:

- 🏠 Collaboration between state affiliates, active members, and recruitment and retention.
- 🏠 Build meaningful relationships to foster long-term engagement and growth.

