



MRTA

Missouri Retired Teachers Association & Public School Personnel

2009 MRTA MEMBERSHIP GOALS **April 15, 2009**

- 1. To increase MRTA membership by a minimum of 1,365.**
 - a. MRTA loses on average one member per day to death.
- 2. To work to see that each MRTA Unit has a membership chair and to be able to communicate with that local chair.**
 - a. Send Unit Membership Chair's contact information to state office.
 - b. Call/contact local Unit Membership Chair and reminder of renewals notices etc. to be voiced at the next unit meeting from state office.
- 3. To revitalize Non-Active MRTA Units**
 - a. MRTA will pay expenses of revitalization. That is: meals, rental of meeting rooms, hotel, mileage, long distance phone calls, etc.
- 4. That all 14 State Membership Chairs to have email or acquire an "E-mail Buddy."** This will allow all involved to effectively communicate with state MRTA office. Send "E-Mail Buddy" address to Executive Director Jim Kreider at jimkreider@morta.org
- 5. To reduce the number of MRTA Non-Renewals to 10% of membership or less.**
- 6. To organize a statewide strategy to acquire a list of new retirees with addresses every year.** This will need to be done in March- April- May of every year. THIS IS THE MOST IMPORTANT GOAL AND DUTY OF THE MEMBERSHIP COMMITTEE. Without new retirees in a data base with home addresses we have no one to ask to join MRTA. Many new retirees are not willing to join until they have been retired for a few years. 30% of new retirees change residences within the first year of retirement. MRTA must mail to them at least once a year to keep addresses current.
- 7. To inform active school personnel of MRTA by visiting each school district at least once a year.**
- 8. To encourage local units to have these three 3 programs each year.**

This will create membership through networking, legislation, and involvement with local school district. Encourage your local Superintendent to give a MRTA membership to each new retiree as a gift every year. It is a gift that will keep on giving in retirement. If not then ask him/her for the names and addresses on new retirees.

 - 1 State Representative**
 - 2 State Senator**
 - 3 Local Superintendent**

www.morta.org

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“Strength in Numbers”

The World Is Run By Those People Who Show Up

Six Basic Steps

- 1 Set membership goals
- 2 Develop a list of prospective members
- 3 Develop a list of reasons for joining local and state associations
- 4 Develop methods for contacting prospective members
- 5 Retain members you have recruited
- 6 Report on and evaluate the campaign

A Decision Ladder

- 7 Opportunity
- 6 Perceived Urgency
- 5 Believability
- 4 Creditability
- 3 Common Values
- 2 Familiarity
- 1 Percieved Need

Three Types of Prospective Members

- 1 Don't want anything to do with a retired group
- 2 Wants to wait a year or two
- 3 Wants to join right away