

Considerations in Setting Goals for MRTA Membership Growth

There are no two school districts alike in any category you choose to compare. It is therefore imperative that you assess the school district(s) over which you will chair both membership drives and therefore make appropriate decisions based upon your findings.

I randomly picked three districts to illustrate my point. Source of Information was lifted from the 08-09 School Directory.

The Recruitment Phase (Local Unit Membership Chair) Report Names, addresses, e-mail addresses, and phone numbers to Jim Kreider in Jefferson City.

Jackson County, Blue Springs RTA. You have 21 buildings and a total certified staff of 1,063. You are more familiar as to the number of retirees each year than I. Once you determine the number, two questions are at issue. First, how many RTA helpers do you need to adequately contact the number of retirees. 2nd. Our goal is _____ % is _____.

Cole County, Cole County RTA. You have a total of 22 buildings located at four sites, Jefferson City, Russellville, Eugene, and Blair Oaks. There are 859 certified staff in these 22 buildings. Again you will need to know the number of retirees from each district. You are faced with the same two questions described above. The number of helpers to adequately contact the retirees at all four sites and preferably the helpers will know the retirees in each district. Our goal is _____ % is _____.

Reynolds County, Reynolds Co RTA. You have a total of 8 buildings and a staff total of 144. Same two questions as listed for Cole County. You will need to consider one other items and that is travel time between districts negotiating hills and curves. Our goal is _____ % is _____.

Retention Phase: Regional Membership Chair Duty. Ask Sarah at 1-877-366-6782 in Jefferson City to send you a copy of the latest Membership List for your region. Make a copy for each unit Membership Chair, a copy for the region vice-president and a copy for yourself. **Unit Membership Chair Duties.** Count the number of delinquent dues paying members and decide how many helpers you need to cover the delinquent members. **The State Board set a goal of 10% or less as an acceptable percent of delinquent member renewal. Remember, when we fail to re-enlist a member we lose a vote, an e-mail, phone call or letter to the appropriate representative and we have lost \$35.00 that helps the MRTA office reach out to each local unit and each member. Motto for the year. Don't Resist Re-enlist.**

Whether you sell educational materials, memberships, or technology you must sell an idea in order to "close the deal."