



MRTA

Missouri Retired Teachers Association & Public School Personnel

2011 MRTA MEMBERSHIP GOALS

1. **To increase MRTA membership by a minimum of 1,750 MRTA members per year in the effort to obtain 25,000 MRTA members or 50% of Missouri Education Retirees within 5 years.**
2. **To reduce the number of MRTA Non-Renewals to 10% of membership or less.**
3. **To revitalize Non-active MRTA Units.** MRTA will pay expenses for revitalization meeting. That is: meals, rental of meeting rooms, hotel, mileage, long distance phone calls.
4. **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 database 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.
5. **To be aware of the time frame of MRTA membership activities. (Attachment)**
6. **To encourage your local Superintendent to give an MRTA membership to each new retiree as a gift every year.** This is a gift that will keep on giving after retirement. If not then ask the Superintendent for the names and addresses of new retirees.
7. **To encourage every regional membership chairperson to present and distribute an analysis of membership activity at their scheduled regional meeting. (Form Attached)**
8. **To encourage each MRTA Unit to have a Membership Chairperson who is responsible for local membership and responsible for state MRTA membership. (Duties Attached)**
9. **To encourage the required MRTA Unit Officer Report to be completed by January 15th.** A copy of the report is to be sent to the State MRTA Office, the Regional Vice President and the Regional Membership Chairperson.
10. **To encourage local units to have these three 3 programs each year.**
1) State Representative; 2) State Senator; 3) Local Superintendent

www.morta.org

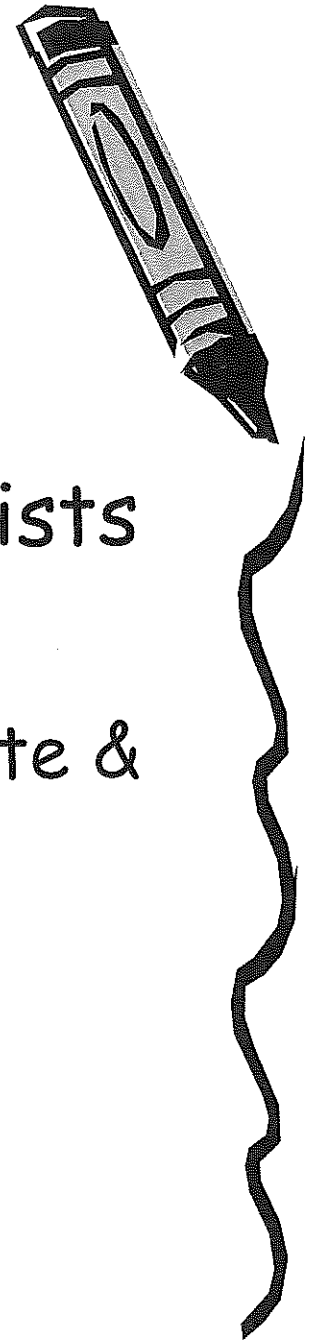
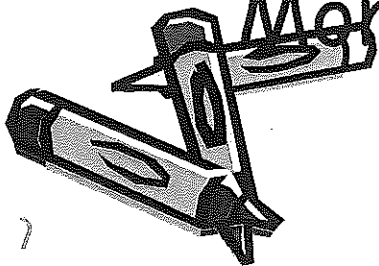
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Timeframe of Membership Committee Activities

- January - Call NonRenewals
- April to June - Get New Retiree Lists
- August -
 - Recruitment of New Retirees as State & Local Members
 - PSRS Mailing (State Office)
- October - Membership Renewal

Month



MRTA MEMBERSHIP SUMMARY 2010 to 2011

Unit	# of 2010 on list	# of Delinquents	2010 Active Members	# of 2011 on list	# of Delinquents	2011 Active Members	# of Gain (+) or Loss (-)	% of Delinquent Pays to Total Membership
TOTALS	0	0	0	0	0	0	0	

The Unit Membership Chair Duties—Carries a Membership Application at all times.

1. Set realistic membership goals for the **Recruitment phase**. Starts June 30 and ebbs about Dec. 1st
2. Set realistic membership goals for the **Retention Phase**.
3. Enlist the help of fellow unit retirees to recruit and retain members.
Select a fellow co-member and assign him/her to a potential retiree he/she knows.
4. Utilize a home made Unit Membership Application. Submit dues to your local unit treasurer unless the treasurer is also the Unit Membership Chair.
5. Use the membership list, for your unit, sent to you by your Regional Chair and contact those delinquent dues paying members. Yellow lines on the report indicates that person is still delinquent.
6. Keep a log of new members and retained members. Is needed to give reports..
7. Help Regional Membership Chair when called.
8. Supply unit President with membership information for local and state membership questions found on the President's Report.

The Regional Membership Chair Duties.- Carries a Membership Application at all Times.

1. Hold at least one meeting with the Unit Membership Chairs and Regional VP.
2. Provide assistance to the unit membership chair when called.
3. Attend local unit meetings if invited.
4. After the 3rd Retention Notice, have Sarah send you a membership report for your Region. Make a copy and send to each appropriate unit membership chair.
5. Complete the one page "data driven membership report" and deliver at you regional meeting.
6. Attend called meetings by the State Membership Chair.
7. Communicate with your Regional Vice President.
8. The Regional Office is a pivotal one. You communicate with the local chair and with the state chair. This off ice is critical and an important positon!

State Membership Chair Duties-- Carries a Membership Application At All Times.

1. Hold one workshop type meeting at the MRTA office annually. (More if Required)
2. Provide assistance to Regional Chair and Local Chair if issues can't be resolved at the Regional level.
3. Attend Regional Meetings if Invited.
4. Monitor membership growth for the regions as the years comes to a close.
5. Keep the Executive Director aware of problems noted or perceived and makes a recommendation as to a remedy.
6. Write a news item for each Newsletter.
7. Submit a data driven report at the Assembly of Delegates meeting each spring.
8. Communicates with Regional Membership Chair at least during the two phases of membership drives.
- 9.

When we lose a potential or non-renewed member we have lost a valuable asset!