

Recruitment Ideas

A few years ago the BCRTA Membership Committee decided to add an element of competition to encourage branches in recruiting the new retirees in their area. Branch Presidents were asked to share their “secrets to success” to increasing their membership. **Personal contact** with the new retirees was the main reason given for success in recruiting . This was achieved in a variety of ways such as:

- *welcoming them to retirement at the local teachers’ association retirement dinner,
- *inviting them to the September breakfast or lunch,
- *sending them the newsletter for a year,
- *phoning them for a year or longer,
- *sending a welcoming letter with a membership form,
- *preparing a package that includes a Postscript, branch activities, membership form, and benefits to membership,
- *contacting retired teachers who have been retired for a while but not yet joined,
- *word of mouth to former colleagues with information about the exciting branch activities that await them upon retirement,
- *making an effort to welcome the retiring administrators.
- *trying a “buddy” system,
- *inviting to a “Wine and Cheese”,
- *sending retirement info out through the internal school mailing,
- *offering a \$5.00 reduction in the cost of lunch for new members,
- *purchasing pens and having them "engraved" with Branch name. Enclose the pens with an information package including a membership application and encouraged them to fill it in with their new pens!
- *offering to mail their completed membership forms,
- *drawing for a free membership,
- *opening a web page on the local teachers’ association net,
- *advertising branch luncheons in the local paper,
- *drawing for a free lunch at meeting,
- *writing a Christmas letter to potential members,
- *inviting new retirees to a potluck Garden Party in July,
- *advertising the new BCRTA web site.

Other suggestions:

