

# NARFE

## Marketing Update

2015 Federation Convention



# Marketing Department

## Objectives:

- Maximize NARFE Membership and Revenue
- Work across the association to Enhance, Communicate and Monitor the NARFE brand

## Areas:

- New Business Development
- Fundraising
- Membership
- Market Research

# New Business Development Goals

## 2015 Goals

- Re-build existing relationships
- Enhance affinity partner promotional activity
- Develop consistency among affinity partner contracts
- Develop defined sponsor opportunities

# New Business Development Goals

## 2015 Goals (continued)

- Reposition and redesign affinity partner offerings on web and in *narfe* magazine
- Expand affinity partner and sponsor base
- Develop defined web advertiser opportunities and promote among partners and sponsors
- Apply 2015 learning to 2016 convention year activity

# New Business Development Goals

## 2016 and Beyond Goals

- Build new, sponsorable, products and services
  - ▣ i.e., e-newsletters, webinars, web chats, etc.

# Fundraising Program

## Four Campaigns, Eight Mailings:

- Note Pad and Follow-up 1<sup>st</sup> Quarter
- Note Cards and Follow-up 2<sup>nd</sup> Quarter
- Calendar and Follow-up 3<sup>rd</sup> Quarter
- Holiday Cards and Follow-up 4<sup>th</sup> Quarter

**Follow-up efforts generate approximately 40% of revenue**

# Fundraising Historical

**NARFE currently has a strong fundraising program:**

	<b>Revenue</b>	<b>Expenditure</b>	<b>Net</b>
<b>2012</b>	\$2,198,732	\$722,082	\$1,476,650
<b>2013</b>	\$2,849,402	\$1,227,836	\$1,621,566
<b>2014</b>	\$2,503,281	\$1,242,443	\$1,260,838

# Fundraising Opportunities for Testing

- Packages – number / weight of components and size of letter and envelopes to reduce costs
- Messaging – efforts to increase response
- Segmentation – tailor number of mailings and ask amounts by regency and frequency of past giving
- Lists – lapsed members and prospects
- Email follow-ups



# 2014 Membership Drive

## Financial Incentives Work

- The fall 2014 Membership Drive garnered over 1,200 new members
- This represents a 20% increase in field recruitment for the same time period, prior year
- Fall of 2013 included Feds in Crisis, 6-Months free campaign therefore masking drives success
- When compared to same time period fall 2012, Membership drive increase field recruitment by 107%

**Winner of Kindle Fire was randomly selected and awarded:**

**Gregory Kann – Lakewood, Colorado**

# 2015 Membership Priorities

## Recruitment

- Package, dues and message testing to maximize response
- Test email recruitment in conjunction with direct mail
- Innovative prospect acquisition research

## Renewals / Engagement

- Review of renewal series and plan for testing
- Major update of e-connect, 3-part engagement e-newsletter for first year members
- Continued enhancement of R&R Journal to bring fresh ideas to the field.

## Budget Allocation

- Thorough review of expenditure to ensure highest return
  - Data processing / least responsive lists
  - Prospect conversion to member analysis

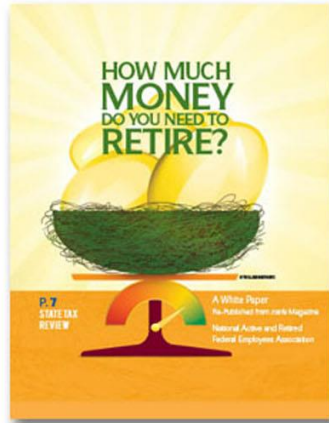
# Online Advertising / Lead Generation

Online advertising continues to perform well,  
providing both  
brand exposure and prospects

	<u>March 2015 YTD</u>		<u>March 2014 YTD</u>
<u>Impressions</u>	3.2 million	2.9 million	+9%
<u>Prospects</u>	8,462	7,848	+8%

# Online Advertising / Lead Generation

## How Much Will You Need to Retire?



Click on this ad to  
get your **FREE**  
pdf download.

With so many diverse formulas, assessing your retirement needs can be complex and confusing. **Let the experts in federal retirement help!**

**Get your FREE download** from the National Active and Retired Federal Employees Association.



*Experts on Federal  
Retirement and Benefits*

# Online Advertising / Lead Generation

## Quick Turn around on opportunity

**Mike Causey show on lead article from January 2015 issue of *narfe* magazine**

- Created dedicated landing page
- Free offer: *Be Prepared for Life's Events*
- Collected 1,700 new prospects
- Entered into 6-part email cultivation series

# March 2015 Gain/Loss

## 2015 Membership Statistics - March

### Membership Gains

	New Members	Reinstatements	Totals
January	800	1259	<u>2,059</u>
February	663	1769	<u>2,432</u>
March	566	1,018	<u>1,584</u>
April			-
May			-
June			-
July			-
August			-
September			-
October			-
November			-
December			-
<b>Total Membership Gains</b>	<b>2,029</b>	<b>4,046</b>	<b>6,075</b>

### Membership Losses

	Cancellations	Dropped for Non- Payment	Reported Deaths	Totals
January	41	2,009	702	<u>2,752</u>
February	51	2,871	831	<u>3,753</u>
March	26	2,885	681	<u>3,592</u>
April				-
May				-
June				-
July				-
August				-
September				-
October				-
November				-
December				-
<b>Totals Membership Losses</b>	<b>118</b>	<b>7,765</b>	<b>2,214</b>	<b>10,097</b>

**2015 Membership Gain/Loss** (4,022)  
 2014 Membership Gain/Loss (4,359)

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