

The Oklahoma Federation
of



National Active & Retired
Federal Employees
Association

**Guide for
Health Fairs & Recruiting Opportunities**

October 21, 2013

Introduction

This document was put together to assist our newer members and those who haven't yet stepped forward to assist with Health Fairs, Retirement Seminars, and general recruiting. In presenting our organization it is important that we do so in a precisely organized manner, plus this guide give helpful tips and updated information regarding membership and the talking points our NARFE Leaders suggest we use when selling and promoting our benefits to potential members.

We are always open to suggestions for improvement. If you have something to suggest please contact:

Lacinda Green
2727 NW 30th St
Oklahoma City, OK 73112

lacindag@cox.net
405-946-4697

This guide is merely suggestions, if your chapter has something that works and you'd like to share your techniques, then please send those as well.

Best Wishes to EVERYONE that makes an effort and takes the time to make our great organization known to ALL active and retired federal employees.

Guide to Health Fairs – Before, During, and After

October 20, 2013

Getting ready for the Annual FEHB Program Health Fairs (HF) is a great opportunity for membership building. Many of our more experienced members have assisted with HFs for a number of years, however many have not been ‘trained’ on how to actually sell our organization. This is an accumulation of ideas and suggestions our NARFE Leaders have gathered over time. Our Federation Leaders strongly suggest that you try to follow them when setting up and attending any type of health fair, retirement seminar, or any community gathering as a NARFE recruiter.

Before the event:

- I. **Order your materials.** NARFE does not want us to hand out as many pieces of material as we have in the past. In 2013 they will only be sending magazine, the F-135 Application, and the M-2 Cards. See note below if you have other materials you can distribute.
 - a. **Order at least 4 – 6 weeks prior** to the time they will be needed. You may call or go online to place an order.
 - b. **Magazines and the applications.** Make sure that your name and contact information is on those materials. Of course we’d like for them to leave a payment and the application portion of the F-135, however the rest of this document is great info and they should take and read at their convenience, so make sure a contact name, telephone number and/or web address is printed on that portion of the document.
 - a. Make sure to use the **new application** referring to **\$40** first year membership.
 - b. Printer labels with all the contact info are **quick and easy ways** to make placing contact info on materials faster and more legible. Clear labels can be used if you want to align them in places appropriately so that background materials can still be read.

- c. **M-2 Cards.** They are a great tool if used correctly. Ask them to complete it before they leave your site. It is not designed for them to walk away with it so use your very best interpersonal skills to get them to complete it on the spot.
 - a. **M-2 uses.**
 - i. Ultimate use is to gather information and send to Headquarters for new member recruitment.
 - ii. Drawings for a free gift
 - iii. A 'Complete today Gift'
 - 1. Let them know "if you complete this today you'll get this package." Then allow them to complete the M-2 Card, collect it and then hand them an envelope of other great NARFE materials. And use all the other many pamphlets to 'gift' to them as a 'thank you'.

Make sure a **Member ID is on the card** with their information and send to Member Records, attn.: M-2 Cards.

II. Elevator Speech: Or something like it. **See Attachment #1.** Take the personal approach. Get to know a bit about them. They don't have but 1 - 2 minutes so get to the point of NARFE and why they should become a member.

- a. **Prepare** your short and precise speech **in advance.**
 - b. Make changes as needed.
 - c. Keep it approximately 1 minute in length.
 - d. **Rehearse** your speech in advance. Practice, Practice, Practice!
 - e. If **they have time** and they want to hear more **go prepared.**
 - See **Attachment #2.**
- II. Plan your display area:**
- a. **Visit** or ask about the **location** you will be given to display your materials.

- b. **Pencils or Ink Pens.** Make sure you have plenty of them. Attach them to a clipboard or something that will not allow them to walk away with all of them. Or order them as a 'gift' as previously spoken about.
- c. **Table covers.** Will they be provided or do you need to find one?
- d. **Display a Banner.** Use a chapter banner. If you don't have access to one-find one. Make sure you have the proper equipment to display or hang it.
- e. **Easy accessibility to the materials.** Make sure you set up so that everything you will need you can get to when needed.
- f. **Don't sit behind the table.** We are using the hands on approach.
 - i. Be **out in front!**
 - ii. **Smile.**
 - iii. **Firm Handshake.**
 - iv. **Elevator Speech**
 - v. Ask them to complete the **M-2 Card.**
 - vi. Hand them their gift.
 - vii. **Thank them** for stopping by. Let them know they are **appreciated for stopping.**

At your Health Fair

1. **Dress Appropriately.** You are representing a professional organization.
2. **Take care** of personal issues **before arriving to the location.** Quick breaks can be taken, but never leave the table unattended if at all possible. Have someone(s) there and ready at opportune times (i. e. when employees are arriving, leaving, during break times, etc.)
3. **You are responsible** for all materials used at the location.
 - a. If you use someone else's Banner or Table Covering please make sure it is returned in the condition you received it.

- b. **Do not leave trash.** Take it with you or dispose of it properly on site.
- c. **Remove all materials** not used at the event. Leftover materials can be reused at other recruiting events.

After the Event

Contact the person you had with the facility to “Thank” them, for allowing you to participate. If you are representing a Chapter, District or Federation make sure it is done on their behalf. Our intent, with the location or federal agency, is to develop a good and continued relationship; we want to leave them feeling we are a good one. We want NARFE invited to return for all future events!

Suggested Approaches:

Our #1 purpose is to recruit for NARFE. If you are representing your chapter that is great, however if the individual is still an active employee, not interested in your particular chapter because they cannot attend meetings, family obligations, not logistically able, etc., etc., etc. THEN offer them Plan B! Get them to become an e-NARFE member! You will still get credit IF your member ID is on the application and/or M-2 Card.

eNARFE members still become OK Federation Members through the eDivision of Oklahoma in which they are placed upon membership if they choose the mark “ eNARFE option” on their application form. eDivision of Oklahoma has its own website maintained by our very own Nancy Stanphill. eNARFE/ eDivision of Oklahoma is considered a different entity of NARFE than Chapter #2351, SoonerCowboys. But all members count the same whichever way they decide to join. Just get them to join!!! **See Attachment #3.**

“Free” is not always as good as it sounds. If you chapter has given away memberships and found them to be successful continue to use this method of membership recruiting. However statistics have shown that this may not

be the case for every opportunity. It generally takes many, many, many \$\$\$s and time for it to show significant results at a chapter level. Saying all of that, to say “give away” something not as expensive as \$40. Make it something that can be displayed where they and others see it daily, make it useful, and when possible make sure it has our contact info on it. For instance, a Desk Clock and place a plaque on it that says the year, event recipient, and web address. For example:

*2013 Postal Center Health Fair
NARFE Winner
www.narfe.org/chapter184*

Tape a label or business card with contact info to the bottom or back so they can find you when needed.

Elevator Speech

March 26, 2013

NARFE Elevator Speech

An elevator speech is simply a summary – or the best possible way to present NARFE and the value of membership within a limited amount of time. We seldom have the luxury of a relaxed, extended discussion with a potential NARFE member. Instead, it is the hurried pitch to busy attendees of a health fair or a brief, chance encounter with a newly discovered co-fed. A clear, highly focused elevator speech makes certain that the limited time is used most wisely.

The best speech will be based on answering four key questions:

- What is NARFE?
- What does NARFE do?
- What are the benefits of NARFE membership?
- Why should I join?

The following is a sample speech:

NARFE is the National Active and Retired Federal Employees Association. It is the only organization *solely* dedicated to protecting and preserving the pay and benefits of ALL federal workers and retirees.

NARFE has two primary roles:

- Your Legislative Voice. In-house, influential lobbyists advocate on Capitol Hill on behalf of the federal community.
- Your Information resource. NARFE provides clear information and trusted guidance on complex federal benefits issues.

As a member of NARFE you receive:

- *narfe* Magazine — the prime source of information and guidance on critical legislation and benefit issues.
- Access to a team of Federal Benefits Service specialists for answers to complex benefit questions.
- Legislative alerts on issues directly impacting the federal community and an online Legislative Action Center to quickly and easily contact your member of Congress.
- Member-only eligibility for scholarships, disaster relief grants, and discounts on products and services.

When you join NARFE, you will protect your earned pay and benefits, ensure you can get trusted guidance on complex pay and benefit questions, and support the federal community.

Talking Points when having a conversation with Prospective Employees regarding ‘What NARFE has already Done for You!’

Created October 21, 2013

1. **Postal Reform:** Worked with Congress to oppose removing Postal Employees from FEHBP. If they are removed it will create a greater cost for health insurance for all retirees and employees.
2. **No Retirement, Pay or Benefit Cuts:** The debt-limit increase passed by Congress and signed by the president in August 2011 does not reduce federal employee and annuitant compensation. Unfortunately, threats to federal retirement, pay and health benefits are likely to continue. Be your own advocate – write letters, call your congressman, join NARFE!
3. **Issa Amendment:** Defeated an amendment that would have expanded the two-year federal employee pay freeze to include merit-awarded step increases.
4. **Shielding the Federal Employees Health Benefits Program (FEHBP) in the Senate’s Health Care Reform Bill:**
 - a. **Safeguards:** NARFE-drafted language safeguards the FEHBP under a plan to have the Office of Personnel Management manage health plans for non-federal civilians. The language was kept in the final bill.
 - b. **Threatening Amendments Dropped:** Proposals were dropped that would have required all federal workers to join health exchanges and that would have opened the FEHBP to nonfederal civilians without separate risk pools.
5. **Enactment of Enhancements to the Thrift Savings Plan (TSP):**
 - a. **Automatic Enrollment and Immediate Contributions:** Provides automatic TSP enrollment of, and immediate matching contributions for, newly hired federal employees.
 - b. **Roth Option:** Adds a “Roth” option to the TSP, allowing participants to make after-tax contributions to the plan and withdraw their earnings tax-free upon retirement.
 - c. **TSP Accounts Rights for Survivors:** Ensures that surviving spouses have the same rights over their inherited accounts as any other TSP participant.
6. **Enactment of Several Civil Service Improvements in the Defense Authorization Bill:**
 - a. **Re-employing Annuitants:** Allows federal agencies to re-employ federal retirees on a limited, part-time basis without offset of annuity.

- b. Federal Employees Retirement System (FERS) Sick Leave:** Permits FERS workers initially to credit half, and in 2014 all, of their unused sick leave toward retirement.
 - c. FERS Redeposit:** Allows returning FERS employees, who previously left federal service, to repay a deposit to the Retirement Trust Fund, with interest, in order to be able to combine their past and new federal service for future annuity service.
 - d. Civil Service Retirement System (CSRS) Part-Time Service Fix:** Permits certain CSRS workers to phase down to part-time status at the end of their careers without reducing their final annuity.
 - e. Locality Pay Equity:** Provides locality pay that is creditable toward retirement for federal employees in Hawaii, Alaska and the U.S. Territories.
 - f. National Security Personnel System (NSPS):** Ends the Department of Defense's pay-for-performance personnel system, the NSPS, and restores employees to the federal General Schedule pay system.
7. **Protection of Federal Benefits:** Protected benefits by defeat of an amendment to the fiscal year 2010 House Budget Resolution that would have cut federal civilian retirement and/or health benefits by \$10 billion over 10 years.
8. **Equity for Federal Retirees in Stimulus Bill:** Ensured that federal, state and local government retirees who are not eligible for Social Security received a one-time, \$250 per-person refundable tax credit for the 2009 tax year.

What is eNARFE?

eNARFE is a new online option for NARFE membership now being offered to current federal employees and retirees. This exclusive membership is only \$40 — 55 less than the traditional NARFE membership — but it provides all of the same benefits and more.

With an eNARFE membership, all communications are electronic (with the exception of NARFE magazine, which will be mailed monthly). And instead of being a member of a traditional chapter, you will be a member of an eNARFE chapter.

On the eChapter website, you will get frequent updates from Capitol **Action Alerts**, weekly legislative hotlines, plus a virtual gathering place for discussion groups and interaction with your peers. In addition, you will have access to the latest news coverage related to federal workers and retirees, general benefits information/advice, and FERS-related information. To join eNARFE, go to www.NARFE.org and click on eNARFE on the left panel. Then click on "Join Us on the left panel.

You can still choose the traditional NARFE membership, which includes a local chapter affiliation, for \$40 by calling **800-627-3394** or going to www.narie.org and joining online.

But whichever membership you choose, it is a small price to pay for what you could potentially lose. Join NARFE now to protect your hard-earned pay and benefits.
