



MRTA
Missouri Retired Teachers Association
and Public School Personnel
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Membership Committee Goals and Objectives September 25, 2024

Committee Goals: To enthusiastically recruit, retain, and regain public school personnel retirees as active and proud members of MRTA. Our success and influence are obtained through **“STRENGTH IN NUMBERS.”**

Objectives:

1. Encourage each MRTA Unit to have a Membership Chair or Co-Chairs and a committee responsible for state MRTA membership as well as local membership. Encourage each MRTA Unit President to have at least 80% of their unit members also be members of MRTA.
2. Acquire the school directory lists of the names, addresses, phone numbers, and personal email addresses of the new retirees, both teachers and school personnel, each year from every school district in your MRTA Unit/Region. Districts having no retirees should also be reported.
3. Increase the current MRTA membership renewal rate of 73% to 77% by the end of 2025 and to 80% by the end of 2026.
 - a. Promote the advantage of automatic dues renewal via the MRTA website for payment of MRTA dues.
 - b. Grow and organize MRTA and local unit social media outreach as well as membership campaigns and membership recruitment via Zoom, Facebook, emails, phone calls, and other forms of contact.
 - c. Offer the convenience of paying for a three-year MRTA membership.
4. Increase MRTA membership by promoting MRTA member benefit provider **Association Member Benefits Advisors (AMBA)**. Nationwide estimates say that 30% of education retirees will join due to these benefits and discounts. MRTA members can save up to \$10,000 annually with these benefits.
5. Coordinate membership campaigns with the state office. These campaigns should include beneficiaries of all public education retirees and Public Education Employees Retirement System (PEERS) retirees as MRTA members such as the distribution of the ***MRTA PEERS Membership Brochure***.
6. Work with the MRTA Retirement Education Committee and other MRTA committees to:
 - a. Promote and protect strong defined benefit plans such as PSRS/PEERS.
 - b. Promote what is right with public education. Teachers and educational staff matter most when it comes to student success. Although Missouri is currently ranked 50th in

beginning teacher pay and 47th in average teacher salaries, Missouri students outperform national academic standards.

- c. Attend educator gatherings such as professional development, health fairs, convocations, etc. and periodically deliver MRTA materials, including MRTF Grant Applications, to the teachers and support staff in every building.
 - d. Gather data at pre-retirement workshops including names, home addresses, phone numbers, personal email addresses of upcoming retirees.
7. Inform all education personnel (retired and active) that MRTA is working to ensure that their pension system is financially secure and independent.
 8. Inform retirees of the benefit of being an MRTA member to stay physically and mentally active and stay engaged with other retirees and their community.

Three Attachments:

- Membership Chairs – Duties & Responsibilities
- Membership Chairs – Calendar
- MRTA Office Mailings – Calendar

Regional Membership Chairs – Duties and Responsibilities

The MRTA Membership Committee is responsible for promoting and growing membership within their respective regions. This includes engaging current members, recruiting new members, and ensuring that all retirees and public school personnel are aware of the benefits of MRTA membership. The committee works closely with local units to support recruitment efforts, distribute membership materials, and communicate the value of MRTA, while also helping to retain and energize existing members through outreach and engagement initiatives.

<p align="center">Support for Units Membership Chair</p>	<ol style="list-style-type: none"> 1. Support for Unit Membership chairs, Unit Presidents, and Members 2. Attend Unit Meetings 3. Stay Connected with Units 4. Provide Guidance to Unit Membership Chairs 5. Encourage attendance at MRTA Functions 6. Disseminate important information to the Unit President and Unit Membership Chairs 7. Attain New Membership 8. Help Unit Membership Chair with e-mail and calling campaign.
<p align="center">Regional Distinguished Retiree</p>	<ol style="list-style-type: none"> 1. Work with Unit Leaders on Unit Distinguished Retirees
<p align="center">Regional Meetings</p>	<ol style="list-style-type: none"> 1. Attend and report on Membership at Regional Meeting
<p align="center">Region Membership Chair</p>	<ol style="list-style-type: none"> 1. Assist MRTA Membership Chair in achieving goals, duties and objectives. 2. To enthusiastically recruit, retain, and regain public school personnel retirees as active and proud members of MRTA. Our success and influence are obtained through “STRENGTH IN NUMBERS.” 3. Encourage each MRTA Unit to have a Membership Chairperson and a committee who are responsible for state MRTA membership as well as local membership. 4. Encourage each MRTA Unit President to have at least 80% of their unit members also be members of MRTA. 5. Acquire the school directory lists of the names and addresses of the new retirees, both teachers and school personnel, each year from every school district in your MRTA Unit/Region. Districts having no retirees should also be reported. 6. Assign calls to unit membership chairs of non-renewed members in your region. 7. Work with unit membership chairs on email and calling campaign. 8. Maintain list of each school district and a contact person in that school district for your region.

	<p>9. Promote the advantage of automatic dues renewal via the MRTA website for payment of MRTA dues.</p>
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<p style="text-align: center;">Region Membership Chair</p>	<ol style="list-style-type: none"> 10. Grow and organize MRTA and local unit social media outreach as well as membership campaigns and membership recruitment via Zoom, Facebook, emails, phone calls, and other forms of contact. 11. Offer the convenience of paying a three-year MRTA membership at unit and region meetings. 12. Increase MRTA membership by promoting MRTA member benefit provider Association Member Benefits Advisors (AMBA). Nationwide estimates say that 30% of education retirees will join due to these benefits and discounts. MRTA members can save up to \$10,000 annually with these benefits. 13. Assist with coordinating membership campaigns with the state office. These campaigns should include beneficiaries of all public education retirees and Public Education Employees Retirement System (PEERS) retirees as MRTA members such as the distribution of the MRTA PEERS Membership Brochure. 14. Work with the MRTA Retirement Education Committee to: <ol style="list-style-type: none"> a. Promote and protect strong defined benefit plans such as PSRS/PEERS. b. Promote what is right with public education. Teachers and educational staff matter most when it comes to student success. Although Missouri is currently ranked 50th in beginning teacher pay and 45th in average teacher salaries, Missouri students outperform national academic standards. c. Attend school year educator gatherings such as professional development, health fairs, convocations, etc. and to periodically deliver MRTA materials, including MRTF Grant Applications, to the teachers and support staff in every building. 15. Inform all education personnel (retired and active) that MRTA is working to ensure that their pension system is financially secure and independent.
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Membership Committee – Calendar of Events

Note: The MRTA membership year runs January 1- December 31, but membership activities start in October of the prior year. This allows office staff to focus on the Legislative Session which starts in January of each year. Please make sure to send an email to your unit membership chairs (or Unit President if no unit membership chair is listed) once a month. Please make sure that they share to their members important membership information.

<p>August 1 New Member Campaign</p>	<ol style="list-style-type: none"> 1. Each member gets a member month. 2. Have each member ask a new retiree from the lists collected in April to join MRTA and attend a local Unit Meeting. 3. This is also a great time to attend Back to School events for local districts. 4. Set up an information table, visit with staff, and ask to speak to NEW TEACHERS about defined benefits vs. defined contribution pensions 5. A MRTA short video is available to show at back-to-school events!!
<p>October 1 Membership Renewal Month</p>	<ol style="list-style-type: none"> 1. Encourage members to renew for the next year. 2. The first renewal notice is mailed to all members who owe for the following year. 3. Emphasize that the Automatic Draft Plan saves time and saves MRTA postage!! 4. Membership telethon!
<p>November – December</p>	<ol style="list-style-type: none"> 1. Send Thank You Notes to All Members for being a member 2. Send a note to all unit leaders asking them to ask their unit members to join MRTA. 3. Reach Out to Local Principals about Showing "The Value of MRTA" Video 4. Confirm Region Committee Chairs for the Upcoming Year
<p>January 15 Unit Calling Campaign</p>	<ol style="list-style-type: none"> 5. Call members of your local unit who have not renewed and ask them to renew.
<p>February 1 Email Campaign</p>	<ol style="list-style-type: none"> 1. E-mail non-renewals that have not renewed that we have an email on file. 2. The MRTA office sends a list of all unit non-renewed members who were members last year but have not renewed this year. 3. Unit chairs can copy/paste a personal email to each of these non-renewals. 4. MRTA also sends suggested email templates of information which are relevant.

<p style="text-align: center;">March Calling Campaign</p>	<ol style="list-style-type: none"> 1. The MRTA office mails and e-mails a list of Non-Renewal Members to each Region and Unit Membership Chair and Unit President as well as Region Vice President. 2. MRTA also sends suggested talking points of information which are relevant for that year and/or legislative issues that are important in the current legislative session. 3. Enlist the help Of ALL members to make phone calls reminding members of the importance of MRTA and that their dues have expired. 4. Suggest non-renewals use the Automatic Draft Plan!
<p style="text-align: center;">April School Retiree List Campaign</p>	<ol style="list-style-type: none"> 1. Collect the names, addresses, phone numbers, and personal email addresses of all new retirees from schools in your area. 2. Please include all staff - teachers, aides, secretaries, bus drivers, etc. 3. These should be turned in as soon as possible. 4. This is a great time to speak at a school board meeting and suggest the school board pay for MRTA memberships as a retirement gift for each of their retiring teachers and staff.

Membership Mailings from MRTA Office	
<p style="text-align: center;">January 5 -Third Email Renewal Notice</p>	<ol style="list-style-type: none"> 1. MRTA office emails to all non-renewals.
<p style="text-align: center;">February - Post card Reminder</p>	<ol style="list-style-type: none"> 1. MRTA office sends to non-renewals a postcard about renewing membership
<p style="text-align: center;">February 1 – Email Campaign to Region Membership Chairs</p>	<ol style="list-style-type: none"> 1. MRTA office sends list to region membership chairs for sending email to non-renewals from the previous year. 2. Region membership chairs will delegate list to unit membership chairs.
<p style="text-align: center;">March 15 Calling Campaign</p>	<ol style="list-style-type: none"> 1. MRTA office sends a paper list of non-renewals to unit membership chairs for calling campaign. 2. MRTA office sends an email version of the mailing to all unit membership chairs, region vice presidents and unit presidents.
<p style="text-align: center;">Spring – PSRS/PEERS New Retirees Mailing</p>	<ol style="list-style-type: none"> 1. MRTA office sends a letter to all new retirees from PSRS/PEERS.
<p style="text-align: center;">April School Retiree List Campaign</p>	<ol style="list-style-type: none"> 1. MRTA office sends letters and emails to school superintendents requesting new retiree information. 2. MRTA office sends email to all principals and secretaries requesting new retiree information.

May – MRTA Office Calling Campaign	1. MRTA office calling campaign to new potential members.
July- Welcome Packets to School Paid Members	1. MRTA office will mail welcome packets to school board-paid new members.
July – Summer Membership Drive	1. MRTA office sends postcards to all potential retirees.
October- Membership Renewal Month	1. First renewal notices sent to all members.
December Christmas Cards	1. MRTA office sends Christmas cards which contain 2nd renewal notices.