



MRTA
MISSOURI RETIRED TEACHERS ASSOCIATION
AND PUBLIC SCHOOL PERSONNEL
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JEFFERSON CITY, MO 65109
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MRTA MEMBERSHIP COMMITTEE GOALS AND DUTIES - 2021

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

MISSION: To grow MRTA membership and work actively with government and its entities so that all public school personnel will be secure economically, socially, and professionally in retirement.

HOW: To develop strategies of persuading public school personnel retirees to join and/or renew MRTA membership through personal contact, phone, mail, e-mail, and social media such as Facebook.

BY:

1. Encouraging each MRTA Unit to have a Membership Chairperson and a committee who are responsible for state MRTA membership as well as local membership.
2. Acquiring the school directory lists of the names and addresses of the new retirees, both teachers and support staff, each year from every school district in your MRTA Unit/Region and sending the list(s) to the Regional Membership Chair who will send it to the MRTA office. Districts having no retirees should also be reported.
3. Increasing the current MRTA membership renewal rate of 81.02% to 90% of MRTA \$35 memberships.
 - a. **Organizing membership campaigns via Zoom, Facebook, emails, phone calls, and other forms of contact**
 - b. Promoting the advantage of Automatic Dues Renewal for payment of MRTA dues.
 - c. Growing MRTA's social media outreach through platforms such as Facebook.
 - d. Offering the convenience of paying a three-year MRTA membership of \$105.
4. Increasing 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 new and exciting benefits and discounts.
5. Increasing MRTA membership in accordance with **MRTA's 5 Year Strategic Plan** initiating a BHAG of 42,000 MRTA members by 2025. This requires roughly 2,500 new members each year. NOTE: MRTA loses approximately 500 members annually due to death.
6. Following the timeframe of the **MRTA Membership Events Calendar** in an effort to coordinate membership campaigns statewide.
7. Working with the MRTA Retirement Education Committee to promote **“Keeping Missouri Communities Strong with Experienced School Teachers”**
 - a. By promoting and protecting strong defined benefit plans such as PSRS/PEERS.
 - b. By attending beginning of the school year educator gatherings such as health fairs, convocations, etc. and to periodically deliver MRTA materials, including MRTF Grant Applications, to the teacher workrooms in every building.
8. Initiating marketing programs toward recruiting Public Education Employees Retirement System (PEERS/Support Staff) retirees as MRTA members such as the distribution of the new **MRTA PEERS Membership Brochure**.

MRTA, a 501(c)(4) not-for-profit corporation, is a grassroots advocacy association with nearly 30,000 members. MRTA is independent, nonpartisan, and does not endorse political candidates.