



MRTA MEMBERSHIP COMMITTEE GOALS AND DUTIES - 2020

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 Missouri and sending the list(s) to the MRTA office. Districts having no retirees should also be reported to the MRTA office.
- 3) Following the timeframe of the *MRTA Membership Events Calendar* in an effort to coordinate membership campaigns statewide.
- 4) **Working with the MRTA Retirement Education Committee 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.**
- 5) Increasing the current MRTA membership renewal rate of 83.72% to 90% of MRTA \$35 memberships.
 - a) Organizing calling campaigns and other types of personal contact.
 - b) Promoting the advantage of Automatic Dues Deduction 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.
- 6) Initiating incentive and marketing programs toward recruiting Public Education Employees Retirement System (PEERS/Support Staff) retirees as MRTA members.
 - a) Achieving the Big Hairy Audacious Goal (BHAG) of 7,200 PEERS MRTA members by 2020 (7,200 is 33% of total support staff statewide).
 - b) Continuing the dues discount campaign for support staff until 2020. PEERS retirees, who are joining MRTA for the **FIRST TIME ONLY**, will receive two full years of membership for \$35.
 - c) Distributing the *PEERS Membership Brochure*.
- 7) Increasing MRTA membership among PSRS (certificated) retirees by a minimum of 1,000 members each year. (Sadly, MRTA loses 500 members annually due to death.)

MRTA, a 501(c)(4) not-for-profit corporation, is a grassroots advocacy association with nearly 28,000 members. MRTA is independent, nonpartisan, and does not endorse political candidates.