

## **NCNARFE Public Relations Plan**



**Success Stories are the key to marketing and public relations. Record and Share your stories with the Beacon, Facebook, and NCNARFE website.**

**North Carolina Federation of Chapter  
National Active and Federal Retired Employees Association**

**May 2016**

## INTRODUCTION

The primary message of this public relations plan is the critical need to enhance North Carolina Federation of Chapter – National Active and Federal Retired Employees Association (NCNARFE) visibility, recognition, understanding, and membership on a local, state and federal level. As a large, widely distributed organization across North Carolina with highly focused stakeholder groups, we are at a critical point in our institutional structure with regard to how we fulfill our mandate:

All levels of the NARFE organization should clearly understand our mission and how it applies to their Chapter.

### ***Get our Message Out!***

#### ***NARFE'S MISSION STATEMENT***

*To support legislation beneficial to current and potential federal annuitants and to oppose legislation contrary to their interests.*

*To promote the general welfare of current and potential federal annuitants by advising them with respect to their rights under retirement laws and regulations.*

*To cooperate with other organizations and associations in furtherance of these general objectives.*

This plan is a fluid document, with multiple functional sections, designed to help provide a public relations plan that can be executed at the NCNARFE federation/chapter level with limited funding and resources. I recommend that any suggestions or improvements be submitted to any NCNARFE officer for incorporation into this plan.

Please read and be familiar with NARFE Public Relations Handbook FH-9.

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### **WHAT IS NCNARFE?**

The North Carolina Federation of Chapters, National Active and Retired Federal Employees began on December 6, 1956. This Federation is 501.5(c) non profit organization that consist of over 40 chapters through out North Carolina.

Recommended reading Federation History (2013), which is located on the Federation website [www.ncnarfe.info](http://www.ncnarfe.info)

### **NCNARFE Board**

The NCNARFE board of directors is made up of the following elected and appointed positions. Please visit the NCNARFE website or The Beacon for current list of officers and contact information.

#### **Elected Positions**

President  
Executive Vice President  
Secretary  
Treasurer  
Area I Vice President  
Area II Vice President  
Area III Vice President  
Area IV Vice President  
Area V Vice President  
Area VI Vice President

#### **Appointed Positions**

Past President  
Web Page Coordinator  
IT Specialist  
Region X Vice President  
Acting National Legislative Officer  
State Legislative Officer  
Public Relations Officer  
Service Officer  
Membership Coordinator  
Alzheimer's Coordinator  
NARFE-PAC Coordinator  
Newsletter Editor

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### **Funding for Public Relations**

- NARFE funding is available for various types of membership and marketing activities. Funding request must meet NARFE HQ requirements and approved. Please visit [www.narfe.org](http://www.narfe.org) for more information.
- NC Federation Funding discussed in this plan requires the approval from the Board of Directors.
- Chapter funding is approved at the individual chapters.

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## **TARGET AUDIENCE OF THIS PR PLAN**

- NCNARFE Board of Directors
- NCNARFE Chapter Presidents
- NCNARFE Chapter Public Relations Officers
- NARFE Members

## **GOALS/OBJECTIVES**

- To reach the public through alternative communication methods. These can include, but are not limited to, bulk mailings via-traditional postal service, The Beacon news paper, e-newsletters, mobile devices, social media, web site, news papers, and phone.
- Increase visibility and recognition of NCNARFE across the state. This can be done through a new PR campaign that focuses core mission of NCNARFE.
- Take advantage of low/no cost media that chapters/federation can utilize to increase public awareness of NCNARFE and ultimately make a positive impact on membership.

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### **FEDERATION PLAN**

#### **FEDERATION MESSAGE**

The goal of the Federation Public Relations office is to be the focal point for all NCNARFE and NC Chapter public relations needs. This office will dedicate its resources to supporting advertising, marketing, and membership. Specific procedural guidelines for some technologies will be laid out in the communication plan (TBD). The following sections will provide guidelines for the Federation Capabilities.

#### **Federation Convention PR Plan (TBD)**

Need to develop a plan to maximize advertising, marketing, and information distribution for the state convention.

Request Public Service Recognition Week Proclamation around the 1<sup>st</sup> of April through NC Governor's Office Website: <http://governor.nc.gov/citizen-services/request-proclamation>

#### **Identify your Market**

Our market is Retired Federal Employees, Active Federal employees, Spouses of retired or active federal employees, any person receiving survivors benefits from a federal retiree and our chapters. The Public Relations officer will assist federation/chapters in creating a marketing plan for federation/chapter areas.

#### **Federation Advertising**

The Federation Public Relations office will assist the Federation/Chapters in advertising NARFE recruitment activities. Due to funding availability and the high cost of advertising, this office recommends the use of social media and electronic

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media to promote NCNARFE. Chapters should make every effort to find inexpensive and targeted advertising that will meet the needs of their chapter. This office will make every effort to assist with developing advertising and funding base on the direction of the Board of Directors.

### **Marketing Pamphlets**

The Public Relations officer will assist federation/chapters in developing local pamphlets that promote their chapters or federation. These pamphlets will be accessible on the public library at [www.ncnarfe.info](http://www.ncnarfe.info) and printed documents will be available if funding permits.

The Public Relations officer will assist federation/chapters acquire marketing information from HQ NARFE via the online forms ordering at [www.narfe.org](http://www.narfe.org). These items should be ordered in advance and are limited to forms availability.

### **Marketing Promotional Items**

The Public Relations officer will ensure that NCNARFE has promotional items to support health fairs, retirement seminars, and any chapter/federation recruitment activity. The availability of these items are based on Board of Director approval and funding.

- Get Board Approval for funding and item approval
- Use Guidelines For Matching Funds Requests to request matching funds
- Basic items (The items listed below was current as of August 2015 and should be used as a guide).
- Recommend getting quotes from 3 sources
- These items were acquired from: Quality Logo Products  
<http://www.qualitylogoproducts.com/>
- Distribute the items per Board of Directors Instructions

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Tape Measure with NARFE Logo – QTY 1000 - Estimated Total: \$581.84

Sticky Notes with NARFE Logo- QTY 1000 - Estimated Total: \$370.60

Tote Bag with NARFE Logo - QTY 1000 - Estimated Total: \$890.00

Pencils with [www.ncnarfe.info](http://www.ncnarfe.info) - QTY 1000 - Estimated Total: \$110.00

Pens with [www.ncnarfe.info](http://www.ncnarfe.info) - QTY 1000 - Estimated Total: \$243.29

### **Marketing/Membership Folders**

The Public Relations officer will work with the Membership office to ensure that a membership recruitment folder is available upon request to Federation/Chapters in support of membership recruitment. NCNARFE will make every effort to provide these documents, but, in case that they can not be provide, the folders can be locally generated. Use form F-18 NARFE Requisition for Printed Supplies or Online order form to request material.

The recommend folder contents are listed below with the source of the documents.

Items marked with \* can be order or downloaded from HQ NARFE

Items marked with \*\* can be order or downloaded from NCNARFE

Items marked with \*\*\* provided by NARFE or NCNARFE

NARFE Folder \*\*\*

Left Folder Pocket

Legislative Programs with Application \*

The Legislative Voice \*

Bookmark \*

Local Information (Optional)

Right Folder Pocket

Prospect Card \*

The 10 worst mistakes Federal Employees can Make \*



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The Bailey Settlement \*\*

NCNARFE Letter of Introduction \*\*

NARFE Magazine \*\*\*

Recommend Additional Items:

Local Chapter meeting information

business card

points of contacts

### **Mail Marketing**

The Public Relations officer will assist federation/chapters in developing mail marketing strategies. Most of the current mail media is chapter news letters, NCNARFE news letters, and the Beacon News Paper. This printed media format is preferred by an estimated 80% of our federation. All media should be professional, NARFE relevant, and comply with NARFE HQ guidelines on printed material.

### **Phone Marketing**

The Public Relations officer will assist federation/chapters in developing phone call marketing strategies. Virtually every member has a home phone or cell phone. For many member this is the preferred method of information. Phone contact should be professional, and convey a NARFE message.

### **Facebook Page**

The Public Relations officer will assist federation/chapters in developing Facebook page. This format offers an inexpensive medium for providing federation and chapter information. Facebook requires some computer expertise and routine updating/monitoring of the site. Specific details on guides for creating and using Facebook will be detailed in a communications plan (TBD). All Facebook media

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should be professional, NARFE relevant, and comply with NARFE HQ guidelines.

Please visit <http://www.narfe.org/heartbeat/resources.cfm> and utilize how to create a Facebook organizational page and Facebook organizational page dos and don'ts.

### **Website Page**

The Public Relations officer will assist federation/chapters in developing website page. This format offers an inexpensive medium for providing federation and chapter information. Website pages requires some computer expertise and routine updating/monitoring of the site. Specific details on guides for creating and using websites will be detailed in a communications plan (TBD). All Website page information should be professional, NARFE relevant, and comply with NARFE HQ guidelines.

### **Email account**

The Public Relations officer will assist federation/chapters in creating one organizational email account using Gmail. Email offers an inexpensive medium for receiving NARFE information, contacting members, and provides an easy way for prospects to get local information. Email requires some computer expertise and routine monitoring. Specific details on guides for creating and using email will be detailed in a communications plan (TBD). All email information should be professional, NARFE relevant, and comply with NARFE HQ guidelines.

## **CHAPTER GUIDANCE**

### **CHAPTERS**

Chapters are highly recommend to support the public relations plan. The Federation Public Relations office is to be the focal point for all NCNARFE and NC Chapter public relations needs. To be successful Chapters must communicate their needs, requirements, and provide the resources to make this plan successful.

**Success Stories are the key to marketing and public relations. Record and Share your stories with the Beacon, Facebook, and NCNARFE website.**

#### **Identify your Market**

Your market is Retired Federal Employees, Active Federal employees, Spouses of retired or active federal employees, and any person receiving survivors benefits from a federal retiree that works or resides in your community. These are some recommendations for chapters and is not limited to the top 3 employers.

- Chapter should identify their top 3 federal employers in their location
- Chapters should make personnel contact with HR at these locations
- Chapter should inquire about advertising at these locations
- Offer HR a gift membership
- Make request for information booth at health fair/retirement seminar, ect.
- When access is denied, provide Federation with information to assist
- If needed, Request Federation help

#### **Chapter Advertising**

Chapters should make every effort to find inexpensive and targeted advertising that will meet the needs of their chapter. Visit, senior centers, employers, newspapers to find inexpensive ways to promote NARFE. If needed, Request Federation help.

### **Marketing Pamphlets**

The Public Relations officer will assist chapters in developing local pamphlets that promote their chapters. Chapters must provide the resources, information, and general ideas to create a pamphlet. Once developed this pamphlets will be accessible on the public library at [www.ncnarfe.info](http://www.ncnarfe.info), printed documents will be available if funding permits or printed by the chapter.

The Public Relations officer will assist chapters acquire marketing information from HQ NARFE via the online forms ordering at [www.narfe.org](http://www.narfe.org). These items should be ordered in advance and are limited to forms availability. Chapters must provide a list of forms they needed and mailing address for delivery.

### **Marketing Promotional Items**

The Public Relations officer will ensure that NCNARFE has promotional items to support health fairs, retirement seminars, and any chapter recruitment activity. The availability of these items are based on Board of Director approval and funding. Chapters must request these items through the Area Vice President.

To ensure these items are available when required, Chapters must communicate their requirements in a timely manner to NCNARFE.

### **Marketing/Membership Folders**

The Public Relations officer will work with the Membership office to ensure that a membership recruitment folder is available upon request to Chapters in support of membership recruitment.

Chapters must make their request for these folders through their area Vice Presidents in a timely manner.

NCNARFE will make every effort to provide these documents, but, in case that they can not be provide, the folders can be locally generated. Use form F-18 NARFE Requisition for Printed Supplies or Online order form to request material.

See Federation [#Marketing Membership Folders](#) for folder information.

### **Mail Marketing**

The Public Relations officer will assist chapters in developing mail marketing strategies. The chapter is responsible for the contents of their media.

### **Phone Marketing**

The Public Relations officer will assist chapters in developing phone call marketing strategies. The chapter is responsible for the content information.

### **Facebook Page**

The Public Relations officer will assist federation/chapters in developing Facebook page. The chapter will be responsible for information content, and routine updates.

### **Website Page**

The Public Relations officer will assist chapters in developing website page. The chapter will be responsible for information content, and routine updates.

### **Email account**

The Public Relations officer will assist chapters in creating one organizational email account using Gmail. The chapter will be responsible for routine monitoring, information content, and routine replies..