

How do you keep your Unit vital, strong, and growing?

Stay connected using the 4 C's: Concern, Community, Communication and Change.

One of the best ways to keep your Unit vital, strong, and growing is to stay connected using the 4 C's. 4- C's: Change, Concern, Community, and Communication. Below are ways thought of by your fellow FREA members. They can be adapted, and made your own, or used as is.

Membership Ideas: BE Positive, Be Proactive, Be Open to new ideas

- Build value in your membership and Units by building a cause/service project for people to support.
- Ask the question in your Units, "Is \$50* a year too much to ask to protect your pensions?" (Use your Unit's annual renewal rate*)
- Tell a friend to bring a friend, each one brings one.
- Survey your members for likes and dislikes: why did you join?
- Develop a Facebook page; a newsletter to advertise your mission and good service projects; highlight fun events with lots of pictures.
- For those that are missing from your meetings, send cards, pick up the phone and call, tell them you missed seeing and talking with them. Divide the list among your Unit's board members and have a chat session with the missing members. Invite them over for a breakfast, lunch, or meet at a restaurant.
- Use the *Manic Monday* webinars with Anne and Nancy to interest membership. Jim Curley (FRG) is developing a series of Webinars as well.

Meeting Ideas

- Hold events, not meetings.
- Do the business of the Unit in the Board meetings. If members are interested, they can attend, but many potential and current members just want to have a social or community service or visit to an attraction opportunity.
- Use social media to advertise meetings as well as phone calls, and emails. send reminders a day or two before meetings.
- Conduct Tuesday Technologies Trainings to train your membership on how to email, use smart phones, use the FREA website, tune into webinars, and zoom meetings how to download the links to access Passport, an AMBA resource on saving money on travel, restaurants, and shopping. AARP has speakers that can be booked to educate and train members on technology.
- Mail out your newsletters to Superintendents, School Board members, School Principals in your area, plus local legislative teams including House and Senate.
- Partner with other Units for joint meetings as well as other organizations.
- Use radio, community newspapers and TV spots to advertise meeting locations and days of the meeting as well as service projects, example: bring a book for RIF or bring a canned item for the food bank.
- Movie nights with popcorn,
- Wine and cheese events, "Y'all come over".
- Tea-Time events are popular too!
- Hold hybrid meetings with a computer and wide angled cameras with speakers to send out a zoom meeting to members unable to attend in person.

- Zoom Speakers: Physical therapists, Women veterans groups, Abused Women Shelter speakers, Haunted house tours via zoom, Speakers from the Arts: authors, painters, Presenters on Human trafficking, Tai Chi exercise.
- Create social events, travel and local trips to see area venues and museums.
- Spotlight a Unit Member in your newsletters; bus driver, secretary, office staff, teacher, cafeteria worker, coach, paraprofessional.
- Invite the Supervisor of Elections to present updates on voting in your area.
- Host a Happy Hour on Zoom and play Trivia games.

Volunteering Ideas

- Service projects include books for children (Margaret Poppell Project), new teacher classroom libraries,
- Supplies for back packs in August and January,
- Soap, paper towels, disinfectant wipes for schools/ homeless shelters,
- Canned items for food banks,
- Local blind groups need volunteers, foster animals in shelters, Ronald McDonald House, SMART volunteers to take care of horses.
- Mentoring High School students to go to trade schools, or colleges.
- Record and submit your time invested in preparing newsletters, writing emails and letters to legislators.
- Working at churches, local service organizations,
- Habitat for Humanity handing out water and supplies,
- Adult literacy programs like *Learn to Read* or ESOL classes,
- Guardian ad Litem volunteers and trainings,
- Political groups meetings and volunteer work,
- Submit your volunteer hours and include driving time and computer times.
- Put up a table at local club gatherings give out small items with your Unit names on them, water bottles, (example Tiger Bay club, Explorers club etc.).
- Volunteer to judge events, History Fair, Science Fairs etc.

Fundraising Ideas

Call the event a "Fun Raiser".

- Bingo, craft making activities, cooking demonstrations (send out a list of needed ingredients, craft supplies, Bingo cards prior to the meeting).
- Scholarship fundraising: on-line auctions: "Time to downsize to a simpler lifestyle".
- Auction items you no longer need (and your heirs do not want) as well as baked items online or at the meetings in person.
- Pass the basket for spare change/ *Dollars for Scholars* at meetings and events.
- 50/50 - Buy a ticket (chance) to win 50% of the money donated.