

Title: **Be a Peer, not a parent** / How to attract and maintain new retiree members:

- send an invitation to new retirees and pay for their lunch / include information about MRTA and encourage membership
- put a packet of information about MRTA and the local unit in each retirees mailbox at school with an invitation to a summer picnic
- attend the school district's retirement dinner and present to all
- invite the retirees to a breakfast at the organization's expense
- try several evening meetings to draw in retirees who may be working
- raffle off a membership
- provide a free annual membership to the local for any new retirees
- have a meet and greet for new retirees in June and give them a bag of goodies including MRTA notepads and pens and membership forms/ this is done at an event where appetizers are served and paid for by the local/ mail note and invitation to those who cannot attend
- have a new members dinner in September and introduce and welcome them individually
- have a greeter who speaks to new members and gets information about where they worked, etc. to use in an introduction to the group/pay dues for the local unit for one year and encourage membership in MRTA
- each new retiree is brought by a current member of the local (actually pick them up) and introduce the new member to the group
- meet in different towns
- hold a brunch in September and send out an invitation in August with a follow up phone call / local provides the food with no business meeting - just a social
- personally invite new retirees / have someone who knows them make the call and offer to pick them up to bring to a luncheon provided by a local business or the social committee
- mail an invitation along with a certificate for a free one year membership in the local
- provide a bag for each new retiree with MRTA pen, pad of paper and candy (a Payday candy bar for example) include a sheet of information about the local group with a free membership card for one year and a directory of current members (to see if new retiree knows anyone) along with an invitation to a picnic in June
- introductions (by self or other) are important, especially for new PEERS members
- have a spotter who watches for new faces / the spotter can talk to the new member and introduce them to the group and help to seat them near a friendly and outgoing member
- have a spot on the agenda for each meeting for new members and/or visitors to be introduced