



Virginia Facing the Challenges

1. NARFE/VFN Policy for in person meetings
2. Safeguards for in person meetings
 - Follow CDC Instructions
 - Safe distancing etc.
3. NARFE Liability for in person meeting
4. Important Dates
5. National Election Results
6. Electronic Meetings Updates, concerns, and expectations
7. Monthly BOD meetings?
8. Committee monthly meetings
9. More Visibility for Committees
10. Action Plans to enhance the Virginia Federation of NARFE
11. NARFE Renewal Form

NOTE from RVP X: "NARFE Headquarters does not have an official position about holding meetings in person during the pandemic. NARFE Headquarters is fully aware that local NARFE Chapters are attempting to get back to business and holding face-to-face (in person) meetings, many in the same locations as before the COVID-19 pandemic. Inasmuch as attendance at any NARFE event is voluntary, members are urged to adhere to all safety guidelines issued, i.e., social distancing, wearing face coverings etc., and taking all precautions necessary to protect their own personal health. Additionally, since our organization has no control over the environment/conditions at the individual venues, there is no liability to NARFE for any occurrences at these venues."

ACTION PLAN 2019/2020

**Ideas shared during the Public Relations, Marketing and Recruitment brain storming session held during the Region X Conference in Winston Salem NC.
Facilitated by Constance T. Bails Ph.D., President, Virginia Federation of NARFE.**

The Question - How can the VFN enhance movement and development of Public Relations, Marketing & Recruitment to help move NARFE/VFN goals and objectives forward.

Instructions - effective brainstorming includes action suggestions! Summary as follows:

Social Media – Suggested all Federations have social media accounts i.e. Facebook, Instagram etc. Develop TV ads, they are costly for small chapters. Use free newspaper Use “Next Door” – great to get NARFE word out for free neighborhood type or on computers. Use social media Facebook.

Develop a mascot of sorts i.e. dog, a cat, etc. like the insurance GEICO, Aflac duck, John Bails develop a dog called Mr. Public Relations for Dr. Bails’ Public Relations presentation at the Federation NEB meeting in August 2019.

Alzheimer’s Walk -All Federations should participate in the Alzheimer’s walks across the Region and use the opportunity to spread the brand of NARFE. Realizing some chapters already participate. Recommended action that we purchase inexpensive back packs with NARFE.org in large letters on the back to be we walk. Can reuse each year. Also, large picket signs with NARFE.org to be held high in the air to be seen by other walkers and bystanders.

Public Relations have members visit Public Relations Office in each town to find events that are scheduled that would be appropriate for NARFE to become vendors or participate just visibility in local events. Also utilize events that are normally published in newspaper. Find out who is on the various Boards that will allow our involvement.

Attend mandated conferences – Government mandates annual conferences that would be great for NARFE to develop ongoing partnership. FEW, APANA, BIG, ADA, etc. visit Government.org to obtain list of annual government training. Use members in the area the activities are being held.

Better Communication internal and external chapters. Information does not filter down cluster chapter meetings. Develop a better more inclusive sharing of information. I.e., Federation newsletters. Streamline operations to do other things.

Marketing – NARFE Magazines recommend more circulation of NARFE magazines. Take old magazines to doctors, libraries, and other public places. Send letters to newspapers talking about NARFE all members.

Training - Develop and strengthen membership by training volunteers to become better recruiters. Brush up skills on presentation on organization webinar – Public Relations Training. Offer one day or 1 ½ day seminars on recruitment, marketing, social media in the Bristol VA area.

Outreach - Invite non active members to help with projects or to become officers. Call tree. etc. Chapter meeting on Saturday for those who work.

Offer Saturday Breakfasts – every two months etc. get on public media to attract younger members. Make sure we have brochures and bulletin in libraries; Next Door; and Live stream chapter meetings.