



2013 Virginia Federation of Chapters (VFC) Strategic Plan



Vision

Reverse the trend of declining membership.

Mission

Develop and sustain productive chapters through advisory support and resource allocations and enhance the lives of active and retired federal employees through legislative advocacy and collaboration with other similarly motivated organizations.

Objectives

- Recruit and retain members.
- Increase member participation in dues withholding from 12.37% to 14%.
- Increase advocacy intensity on national and state legislation.
- Increase member participation in GEMS from 35.7% to 40%.
- Establish mutually beneficial relationships with other organizations.

Strategies

Membership

- **Recruitment**
 - Encourage and assist chapters in developing a recruitment plan.
 - Reach out to active employees.
 - Reach out to prospective retired members.
- **Retention**
 - Use a systematic approach to avoid membership lapses.
 - Use personal contact to retain members.
 - Encourage dues withholding.
- **Member Involvement**
 - Encourage members to join program committees to get more involved in chapter activities

Training

- At a minimum, continue biennial officer training.
- Use area meetings for training officers in off years.
- Expand training at state convention.
- Ensure maximum participation in biennial legislative training conference.

Legislative Advocacy

- Respond to NARFE HQ calls for action on specific legislation.
- Participate in local congressional town halls and office visits.
- Encourage chapters to submit ideas to help develop a robust state legislation plan.
- Personally deliver legislative plans to local members of Virginia General Assembly.

Communications

- Encourage more members to submit email addresses to NARFE HQ.
- Update and maintain VFC web site. www.vanarfe.org
- Continue to mail chapter newsletters to members who do not have computer capability.
- Continue PERSONAL contact (telephone calls) with members who have been sent renewal notices and those whose membership has dropped.

Conduct quarterly assessments of all objectives.
