



MARSP Mission Statement:

To preserve, protect and enhance benefits and provide societal support that creates a dignified retirement for current and future public school retirees.



THE THREE R'S FOR SUCCESS IN RECRUITING, RETAINING, AND RENEWING CHAPTER MEMBERS

Talk
Talk
Talk



Chapter Membership Chair

Position Description

The chapter membership chair is ultimately responsible for using all resources available, and delegating activities to other members of the membership **TEAM**, to:

- **Recruit** new retirees.
- **Retain** current members.
- **Regain** former members who failed to renew.

Duties

- Coordinate and head up membership committee within chapter to assist with recruitment and other membership responsibilities.
- Maintain and check regularly a valid e-mail account for MARSP Correspondence.
- Monitor the MARSP website for pertinent information.
- “Like, Follow and Share” the MARSP Facebook page and posts.
- Communicate with local school districts to obtain lists of potential new school employee retirees.
- Track membership by requesting rosters using the MARSP website.
- Report all changes and deaths to MARSP via e-mail.
- Collect dues from members who insist they must pay at the local level, and forward same to the MARSP office for recording. **Checks must be made payable to MARSP.**
- Attend and actively participate in the MARSP Leadership Training.
- Understand the current policies/procedures set by the MARSP Board and staff.
- Work cooperatively with the state membership chair/committee
- Solicit strategies, policies, philosophies, etc., from **successfully growing** MARSP chapters.

Characteristics of a Chapter Membership Chair

- Ability to use MARSP website, e-mail and Excel.
- Be an informed leader and respected member of the “school community.”
- Be personable, outgoing and proactive.
- Be the “chair” and organizer of the Membership **TEAM**, provide leadership and encouragement, and give direction to the **TEAM** members.
- Be willing to delegate responsibilities to other chapter members in recruitment of members.
- Be willing to make personal contact with **new** retirees prior to the ending of the school year, to inform and recruit those retirees, and with the membership team assist in those contacts.
- Be willing to make personal contact with **expired** members following state renewal mailings each calendar year (July).
- Be a leader in seeking new/improved strategies to enhance the recruitment, retention and regaining of all public-school employees who are retired, locally and statewide.
- Be a “goal setter” with a “vision” of how your local chapter can grow.

Membership Resources & Rosters

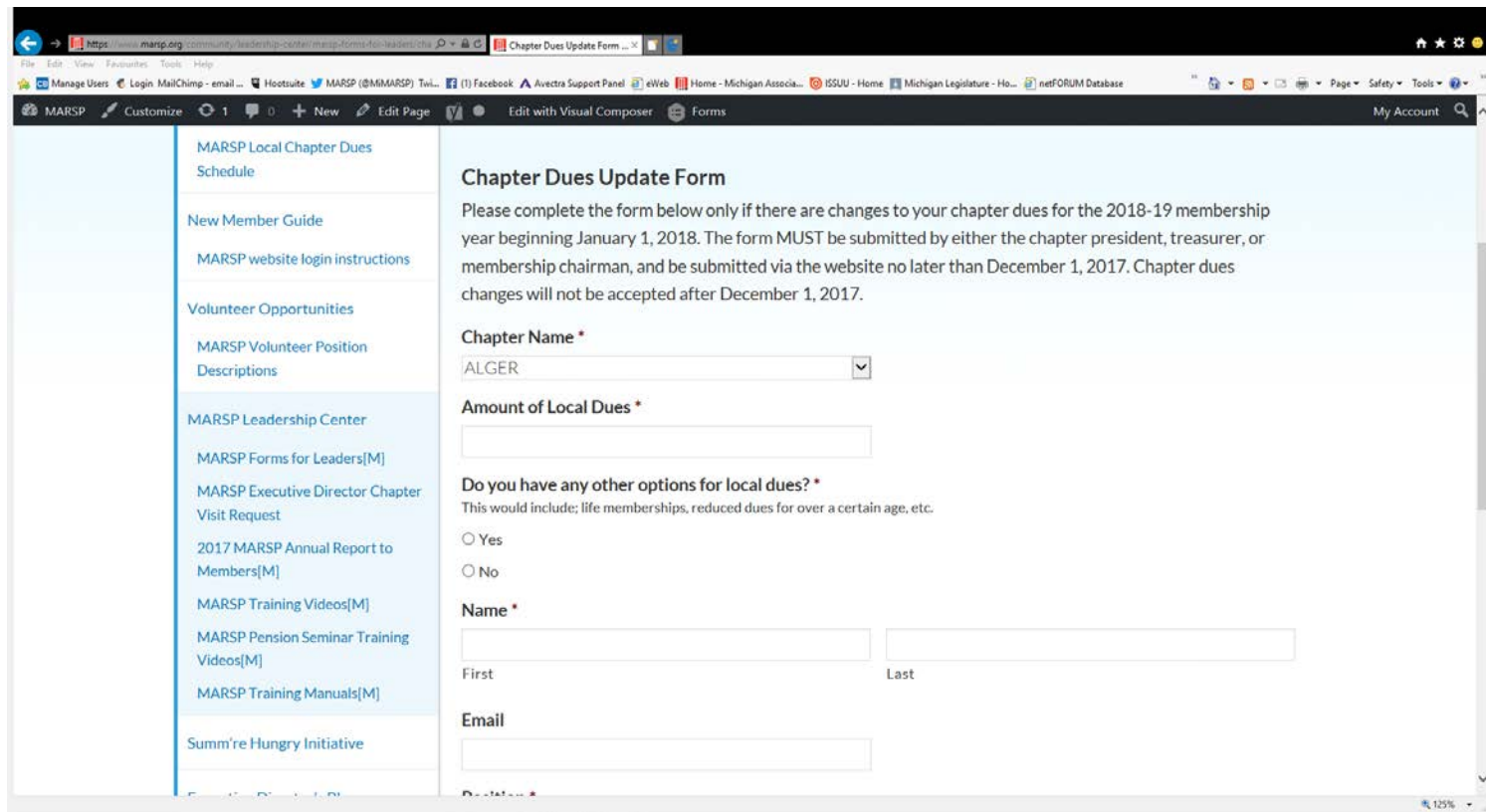
Presented by:

Kelli Cherrette

MARSP Membership Coordinator

Chapter Dues Changes

This form must be submitted by December 1st each year for the upcoming membership year.



The screenshot shows a web browser window with the URL <https://www.marsp.org/community/leadership-center/marsp-forms-for-leaders-the>. The page title is "Chapter Dues Update Form". The left sidebar contains a navigation menu with the following items: "MARSP Local Chapter Dues Schedule", "New Member Guide", "MARSP website login instructions", "Volunteer Opportunities", "MARSP Volunteer Position Descriptions", "MARSP Leadership Center", "MARSP Forms for Leaders[M]", "MARSP Executive Director Chapter Visit Request", "2017 MARSP Annual Report to Members[M]", "MARSP Training Videos[M]", "MARSP Pension Seminar Training Videos[M]", "MARSP Training Manuals[M]", and "Summ're Hungry Initiative". The main content area is titled "Chapter Dues Update Form" and contains the following text: "Please complete the form below only if there are changes to your chapter dues for the 2018-19 membership year beginning January 1, 2018. The form MUST be submitted by either the chapter president, treasurer, or membership chairman, and be submitted via the website no later than December 1, 2017. Chapter dues changes will not be accepted after December 1, 2017." The form fields are: "Chapter Name *" with a dropdown menu showing "ALGER", "Amount of Local Dues *" with a text input field, "Do you have any other options for local dues? *" with radio buttons for "Yes" and "No", "Name *" with two text input fields for "First" and "Last", and "Email" with a text input field. The bottom right corner shows a zoom level of 125%.

Chapter Dues Update Form

Please complete the form below only if there are changes to your chapter dues for the 2018-19 membership year beginning January 1, 2018. The form MUST be submitted by either the chapter president, treasurer, or membership chairman, and be submitted via the website no later than December 1, 2017. Chapter dues changes will not be accepted after December 1, 2017.

Chapter Name *

ALGER

Amount of Local Dues *

Do you have any other options for local dues? *
This would include: life memberships, reduced dues for over a certain age, etc.

☐ Yes

☐ No

Name *

First Last

Email

Chapter Officer Directory Update Form

This form should be completed when there is a change/addition to the slate of chapter officers.

The screenshot shows a web browser window displaying the 'Chapter officer directory update form' on the MARSP website. The browser's address bar shows the URL 'https://marsp.org/chapter-officer-directory-update-form'. The page has a blue header with the title 'Chapter officer directory update form'. On the left, there is a 'Quick Links' sidebar with links to 'Local Chapters', 'Office of Retirement Services', 'Request MRPS Pension Seminar', 'Renew your membership', and 'Donate to Summ're Hungry'. The main form area contains the following fields and sections:

- Chapter Name ***: A dropdown menu with 'ALGER' selected.
- Your Name ***: Two text input fields for 'First' and 'Last' names.
- Your Email Address**: A text input field.
- Your Phone Number ***: A text input field.
- Are there changes to your chapter's slate of officers? ***: A section with two radio button options:
 - ☐ There are no changes to the chapter directory. It is correct as it appears on the MARSP website.
 - ☐ Our chapter officers have changed. I have indicated those changes below.

The browser's taskbar at the bottom shows various open applications and a system clock indicating 12:55.

Chapter Membership Supply Order Form 2017-18

The screenshot shows a web browser window with the URL <https://www.marsp.org/community/leadership-center/marsp-forms-for-leaders/cha>. The browser's address bar and tabs are visible at the top. The page has a dark blue header with the title "Chapter Membership Supply Order Form[M]". On the left side, there is a light blue sidebar with a "Local Chapter Directory" section containing links to "MARSP Local Chapter Dues Schedule", "New Member Guide", "MARSP website login instructions", "Volunteer Opportunities", "MARSP Volunteer Position Descriptions", "MARSP Leadership Center", "MARSP Forms for Leaders[M]", "MARSP Executive Director Chapter Visit Request", "2017 MARSP Annual Report to Members[M]", "MARSP Training Videos[M]", "MARSP Pension Seminar Training Videos[M]", and "MARSP Training Manual[M]". The main content area is light blue and contains the following sections:

- Chapter Membership Supply Order Form[M]**
- MARSP Chapter Membership Supplies**
Allows chapter to order supplies to aid in membership recruitment.
- Certificates of Appreciation**
certificates created for your chapter use
Price: **\$0.50** Quantity:
- "Your Retirement" Membership Form**
package of 25
Price: **\$0.00** Quantity:
- Chapter Membership Forms - Renewal**
Dues Renewal
Price: **\$0.00** Quantity:
- Chapter Membership Forms - Never before**
You're Invited
Price: **\$0.00** Quantity:

The bottom right corner of the browser window shows a zoom level of 125%.

MARSP Membership Mailing Schedule

Annual schedule of mailings that will be sent from the MARSP office for recruitment purposes:

January – Never-before members who have not joined in the last 5 years.
(sent January 17th)

February – Renewal mailing for those that have not renewed in the last 10 years.


March – 1. Auto renew memberships processed for members who have elected it.
2. Renewal mailing sent to members who expire 6/30/2017.

April – Final mailing to never-before members and non-renewed members. New retiree mailing sent.

May – Final mailing to those expiring on 6/30/2017.

September – New Retiree mailing sent.

Renewal/Inactive/Never-before Mailing Contents



Michigan Association of
Retired School Personnel
Protecting your future

Your trusted pension and health care advocate!

Dear John Smith,

The Michigan Association of Retired School Personnel would like to thank you for your past membership and ask for your continued support in the fight to protect your pension and health care!


MARSP works to protect your benefits every day. We advocate on your behalf with MPERS and its providers, and we lobby the Legislature to retain the benefits you were promised and sacrificed for in your working years.


MARSP was able to block legislation that would have closed out the retirement system and reduced your earned retirement benefits during the 2016 lame duck session.

The threat to your benefits is real and MARSP has one focus, protecting your benefits! We expect many more attempts to close out the retirement system in the current legislative session.

Our collective strength is the most powerful force we have at our disposal. Your continued support allows us to keep fighting to preserve and protect the pension and health care benefits you earned.

We need you, and you need us! The voices of 200,000 retirees cannot be ignored! Renew now to make sure your voice is heard! Please send in the form below or renew online at www.marsp.org.

Sincerely,

J. Mark Givelli
MARSP Executive Director





Michigan Association of
Retired School Personnel
Protecting your future

**The Michigan Association
of Retired School Personnel:**

Your trusted pension and health care advocate!

MARSP has one mission, to preserve and protect the pension and benefits earned by public school retirees. Our motto is "Protecting Your Future!"

In the last 10 years, the Legislature has made numerous attempts to close out the retirement system and reduce your earned retirement benefits.

Will you let it happen or will you join the fight?

MARSP works to protect your benefits every day. We advocate on your behalf with MPERS and its providers and lobby the Legislature to retain the benefits you were promised and sacrificed for in your working years.

MARSP is the respected, non-partisan voice of retirees focused on issues!

The threat to your benefits is real and MARSP has one and only one focus, your benefits!

To join MARSP use the QR code app on your smartphone and snap this!




<https://www.marsp.org/membership-options/>

Our collective strength is the most powerful force we have at our disposal. The voices of 200,000 retirees cannot be ignored!

Join now to make sure your voice is heard!





Michigan Association of
Retired School Personnel
Protecting your future

**The Michigan Association
of Retired School Personnel:**

Your trusted pension and health care advocate!

Complacency is NOT an option! Re-join now to fight pension reform efforts in the Legislature.

In the last 10 years, the Legislature has made numerous attempts to close out the retirement system and reduce your earned retirement benefits.


Will you let it happen or will you join the fight?

MARSP works to protect your benefits every day. We advocate on your behalf with MPERS and its providers and lobby the Legislature to retain the benefits you were promised and sacrificed for in your working years.

MARSP is the respected, non-partisan voice of retirees focused on issues!

The threat to your benefits is real and MARSP has one and only one focus, your benefits!


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Our collective strength is the most powerful force we have at our disposal. The voices of 200,000 retirees cannot be ignored!

Re-join now to make sure your voice is heard!

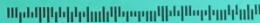




POSTAGE
NEEDED

Michigan Association of Retired School Personnel
P.O. Box 23214
Lansing, MI 48909-3214

DUES PAYMENT ONLY



Membership Form + Green Envelope

New Retiree Mailing Contents



**The Michigan Association
of Retired School Personnel:**

Your trusted pension and health care advocate

Dear [First] [Last],

Welcome to Retirement!

While retirement is an exciting time, it is also time to consider the future. Ask yourself: Who will be my advocate to help me work with the retirement system or health care providers when questions or problems arise? The answer to that question for more than 40,000 Michigan public school retirees is MARSP.

MARSP has one mission, to preserve and protect the pension and benefits earned by public school retirees. Our motto is "Protecting Your Future."

Last spring, influential forces in the Michigan Legislature were poised to close the pension system of Michigan public school personnel. During weeks of negotiation in which pension and health care benefits were on the budget chopping block, MARSP was the only retiree organization invited to be part of the negotiation process and provide input. To put it plainly, our recent efforts to protect the retirement system saved you and every retiree from dramatic, even catastrophic, losses to your health care coverage.

MARSP is the respected, non-partisan voice of retirees focused on issues. The threat to your benefits is real and our collective strength is the most powerful force we have at our disposal.

The voices of 200,000 retirees cannot be ignored. We need you, you need us!

Join now and enjoy an extended year of membership through June 30, 2019!

Special Offer!

Sign up for automatic renewal of your annual dues for discounted first-year dues of only \$20.

Simply check the box at the bottom of this form to take advantage of this special offer exclusively for new retirees.

Sincerely,

S. Mark Guastella
S. Mark Guastella
MARSP Executive Director



Dear New Michigan Public School Retiree,

The Michigan Association of Retired School Personnel (MARSP) wishes to congratulate you on entering the world of retirement! While your career has now been completed, a new and exciting future awaits you.

Retirement has many benefits and, as a Michigan Public School Retiree, some very specific benefits have been provided to you: a pension plan that will provide you a consistent stream of income for the rest of your life, and health care insurance offering major medical, prescription, vision and dental coverage with very reasonable co-pay, deductibles and premium cost sharing.

While this is an exciting time, it is also a time to take a step back and consider what the future holds. An important question to ask is: Who will be my advocate to help me work with the retirement system or health care providers when questions arise? The answer to that question for over 40,000 Michigan Public School Retirees is MARSP.

MARSP has one mission, to preserve and protect the pension and benefits earned by public school retirees. Our motto is "Protecting Your Future."

Last spring, influential forces in the Michigan Legislature were poised to close the pension system of Michigan public school personnel. During weeks of negotiation in which pension and health care benefits were on the budget chopping block, MARSP was the only retiree organization invited to be part of the negotiation process and provide input. To put it plainly, our recent efforts to protect the retirement system saved you and every retiree from dramatic, even catastrophic, losses to your health care coverage.

The threat to your benefits is real and MARSP has one and only one focus, your benefit!

MARSP annual dues of \$55.00, plus local chapter dues averaging \$7.00, is a small investment to assure you have an advocate fighting on a full-time basis to protect your well-deserved retirement benefits. As a special offer to you, as a new retiree, MARSP will extend your membership to June 30, 2019, for joining at this time. Additionally, we will reduce your first year dues amount to \$20.00 if you choose to sign up for the automatic annual dues payment option. (Annual dues following this special offer will be at the then current MARSP dues rates.)

We have also included in this package a complimentary issue of VANGUARD, MARSP's award winning newsletter, and an "Important Phone Numbers" card for your use as a new retiree. Upon payment of your first year's dues, we will also send you the MARSP Welcome to Retirement resource guide to help you navigate through the many issues you will face in retirement.

To join more than 40,000 other public school retirees and beneficiaries and become a member of the largest association of public school retirees in Michigan, simply complete and return the enclosed application. If you have any questions, feel free to call our office at 888-960-4322, where a MARSP staff member (not a menu of buttons to press) will answer your questions and accept your application to join.

Protect your future - join MARSP today!

Best wishes on your retirement!

Sincerely,

S. Mark Guastella
S. Mark Guastella
MARSP Executive Director

**Membership Form, Appeal Letter,
Green envelope, Important Phone
Numbers, recent VANGUARD**

**2017 Important Phone Numbers
for MARSP Members**

MARSP
(7:30-11:30 a.m. - 12:00-4:00 p.m.)
517.337.1757
888.960.4022 (toll-free)
Fax: 517.337.8560

Mailing address: PO Box 23214
Lansing, MI 48909
Location: 3645 E Jolly Rd
Lansing, MI 48910

Email: staff@marsp.org
Website: www.marsp.org

MARSP Staff:
S. Mark Guastella, Executive Director
Krista Beller, Financial Manager
Sarah Botruff, Administrative Assistant
Kelli Cherrette, Member Services Coordinator
Mandy Hitsman, Communications & Member Advocacy Coordinator
Erin Parker, Events Coordinator

MPERS/Office of Retirement Services

(8:30 a.m.-5:00 p.m.)
800.381.5111 or 517.322.5103
Fax: 517.322.1116

Mailing address: PO Box 30171
Lansing, MI 48909
Location: Stevens T. Mason Building
530 W Allegan St.
Lansing, MI 48933

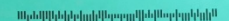
Website: www.michigan.gov/orsschools
mAccount: www.michigan.gov/orsmiaccount

AARP Michigan
517.482.2772
www.aarp.org/states/mi/

NRTA

Michigan Association of Retired School Personnel
P.O. Box 23214
Lansing, MI 48909-3214

DUES PAYMENT ONLY



POSTAGE
NEEDED

New Retiree Welcome Packet



Dear New Member of MARSP:

Thank you, congratulations and welcome to the largest public school retiree association in Michigan, the Michigan Association of Retired School Personnel! You have made an excellent decision to join the ranks of over 40,000 other Michigan public school retirees.

Please accept our enclosed guide to a successful retirement, *Welcome to Retirement: Make the Rest of Your Life the Best of Your Life*, and our MARSP member decal as your first benefits of membership in MARSP.

You will enjoy numerous other benefits as a member of MARSP, such as: the VANGUARD quarterly publication; the MARSP Vision electronic newsletter; access to the MARSP website for timely updates on legislation, health care and other member related information; special member discounts; and access to our full-time staff dedicated to advocacy on your behalf on all issues related to retirement but most importantly, those related to health care insurance coverage and MPSERS benefits.

You will find your membership in MARSP to be one of the most beneficial services you could possibly enjoy as a retiree. I can assure you of this because I know at some point in your retirement you will have questions related to your benefits and that is when you will need an advocate. At some point, there will be an effort in the legislature to reduce your benefits and that is when you will need an advocate. At some point, you will be interested in a product or service at a discounted cost and that is when you will need an advocate. At some point you will learn some information that other retirees should be aware of and that is when you will become an advocate.

MARSP has one mission, to preserve and protect the pension and benefits earned by public school retirees. Our motto is "Protecting Your Future!"

MARSP is about making your retirement, and the retirement of every public school employee, better. That is all we do! A single focus on the issues and actions that will make your retirement better. We have no other agenda.

The MARSP staff, officers and directors are thrilled you have chosen to join our association. We are here for you and encourage you to call us when you have a question. You'll get a real person when you call, not an irritating message with a menu of buttons to push only to end up in voice mail jail!

Our office hours are 7:30 am to 4:00 pm Monday thru Friday. Our staff is looking forward to getting to know you and help you on any issue that may arise in your retirement. Our office phone number is 888-960-4022. Feel free to stop and visit if you are in Lansing. We sincerely enjoy getting to know our members on a personal basis. We are here for you!

Welcome to MARSP!

S. Mark Guastella
Executive Director

To learn more about MARSP use the
QR code app on your smartphone
and snap this!



<https://www.marsp.org/new-member-guide-marsp/>

**Welcome letter, window decal,
Welcome to Retirement handbook**

Welcome to Retirement: *The Whole Retirement Story*



A comprehensive guide to a successful retirement.



Automatic Renewal Authorization Form



Michigan Association of
Retired School Personnel
Protecting your future

PO Box 23214
Lansing, MI 48909-3214

Telephone: 517.337.1757 or 888.960.4022 • Fax: 517.337.8560 • E-mail: staff@marsp.org • Home Page: www.marsp.org

AUTOMATIC RENEWAL AUTHORIZATION

Member Name: _____

Member ID: _____ Chapter Name: _____

E-mail Address: _____
(required for automatic renewal option)

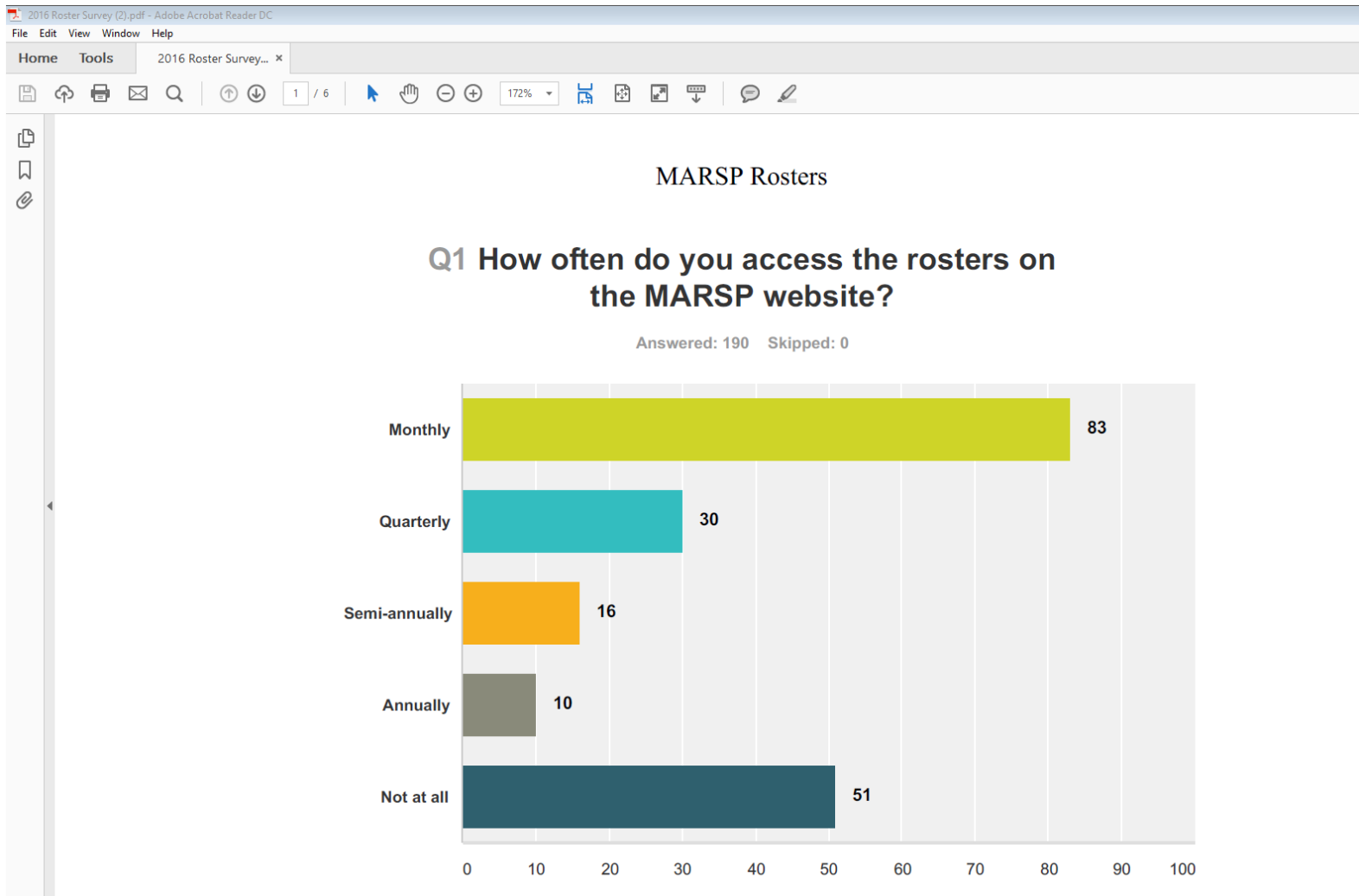
Phone Number: _____

Circle one: Visa - Mastercard - Discover - American Express

Signature: _____

Credit Card #: _____

Exp. Date: ____/____ CVV (3-digit code on back of card): _____



MEMO

Date: January 22, 2016

To: MARSP Chapter Presidents, Membership Chairmen, and Online Facilitators
cc: MARSP Board of Directors

From: S. Mark Guastella, MARSP Executive Director


In December, our office sent a short survey to all chapter Presidents, Membership Chairs and On-line Facilitators to get a better handle on how they are utilizing the roster reports generated for them by Kelli each month. The results of this survey have led us to make some changes in the production and distribution of those reports.

Kelli's memo, attached, details the new processes to request the reports. These changes were a direct result of the overwhelming consistency of responses from those who did respond. Our hope was that in acquiring this information, we would be able to provide more efficiency in report production and distribution that would better provide you what you need.

You will find the survey results attached to this memo, but here are a few additional, obvious issues for you to consider:

- Are your President, Membership Chair and On-line Facilitator consistently working together as a membership team? The results suggest that is not happening in every chapter. Our most successful chapters have a strong level of cohesion when marketing MARSP memberships.
- Does your chapter membership strategy for growth focus on recent retirees and active school employees who are contemplating retirement? The number of Pension Seminars requested by chapters suggests many are not utilizing this valuable seminar series to attract new members.
- Does your membership strategy include making personal contact (phone or in person) with potential and former members on a regular basis? Survey results indicate this is not a consistent practice of many chapters.
- Does your chapter send out membership renewal or new retiree mailings during the months January through May? Many chapters do. If you are a chapter that does this, you may be spending a lot of money on mailings unnecessarily to acquire members. Since the MARSP State office is conducting the annual membership drive during this time period, your chapter may be spending money on mailing to people who will join from the State mailing. Consider if your chapter would be better served by waiting until after June 1st to begin spending

Memo sent to all chapter presidents, membership chairs, and online facilitators in January 2016 regarding new process to request chapter rosters



How to request membership rosters for your chapter

1. Go to <https://www.marsp.org/>
2. Sign in with your user name and password
3. Click on Community > MARSP Leadership Center > MARSP Forms for Leaders
4. Click on "Chapter Roster Request Form"
5. Indicate which rosters you would like for which date ranges and the purpose of the request (*see roster definition handout in your folder*)
6. Rosters may only be requested once per month

The image shows two screenshots of the MARSP website. The top screenshot displays the 'MARSP Forms for Leaders[M]' page, which includes a sidebar menu with options like 'Local Chapter Directory', 'MARSP Local Chapter Dues Schedule', 'New Member Guide', 'MARSP website login instructions', 'Volunteer Opportunities', 'MARSP Volunteer Position Descriptions', 'MARSP Leadership Center', and 'MARSP Forms for Leaders[M]'. The main content area lists 'Chapter Forms' (Chapter Roster Request Form, Chapter Dues Update Form, Chapter Officer Directory Update Form, Chapter Membership Supply Order Form 2017-18) and 'State MARSP Forms' (MARSP Expense Reimbursement Form for State Volunteers). The bottom screenshot shows the 'Chapter Roster Request Form' itself, which includes fields for 'Chapter Name *', 'Name of person making request: *' (with First and Last name boxes), 'Email address/s of who is to receive (please separate by a comma)', and a section for 'Rosters you are requesting (check all that apply) *' with checkboxes for 'Active - Chapter Only', 'Active - State and/or Chapter Active', 'Inactive', and 'Deceased'.

Membership Roster Definitions

Active Roster – Members who have paid for the current year in **either** MARSP or local chapter.

Inactive Roster - Previous members who were active within the last 10 years, but have not renewed membership at the chapter level.

New Retirees – Potential members who have retired in last month (pending receipt of list from MPSERS).

Never Before Members - People who have retired in the last 5 years, but have never become members.

New Member Roster – People who join that have never been a member before.

Deceased Roster - Members who have passed away that State office has been notified of in the last month.

Pension Roster - Future retirees that have attended a Pension Seminar in the last 30 days.

Treasurer Roster – Chapter dues paid within the last 30 days.

Sorting Rosters

Customer ID	Effective Date	Expire Date	Last Name	First Name	Middle Name	Address Line 1	Address Line 2	City	State/Territory
000256217I	7/1/2009	6/30/2010	ANNIS	MARGIE		711 E. DIVISION		CADILLAC	MI
000308327I	7/1/2012	6/30/2013	ANSORGE	ROXANNE	M	4933 E 32ND		CADILLAC	MI
000197025I	7/1/2014	6/30/2015	ARMSTRONG	RUSSELL	J	11790 WOODVALE COURT		GREENVILLE	MI
000270903I	7/1/2013	6/30/2014	BAASE	JUDITH	M	520 E HOUGHTON LAKE RD		LAKE CITY	MI
000155393I	7/1/2011	6/30/2012	BECHTEL	MARLENE	K	810 FIRST AVENUE		CADILLAC	MI
000178347I	7/1/2011	6/30/2012	BECKER	BARBARA	J	868 LINCOLN		CADILLAC	MI
000253100I	7/1/2015	6/30/2016	BEVERLY	CAROL	D	334 ADAMS DR		CADILLAC	MI
020010233I	7/1/2015	6/30/2016						Lake City	MI
000186722I	7/1/2003	6/30/2004						BUCKLEY	MI
000250270I	7/1/2008	6/30/2009						MANTON	MI
000264615I	7/1/2011	6/30/2012						MESICK	MI
000248617I	7/1/2015	6/30/2016						CADILLAC	MI
000262971I	7/1/2010	6/30/2011						MANTON	MI
000244180I	7/1/2010	6/30/2011						MANTON	MI
000138013I	7/1/2011	6/30/2012						CADILLAC	MI
000246448I	7/1/2011	6/30/2012					OX 31	BUCKLEY	MI
000186879I	7/1/2015	6/30/2016						CADILLAC	MI
000008369I	7/1/2011	6/30/2012						CADILLAC	MI
000303054I	7/1/2016	6/30/2017						MCBAIN	MI
000169103I	7/1/2015	6/30/2016	DAVIS	BONNIE	J	6475 E CROMAN RD		MERRITT	MI
000235012I	7/1/2013	6/30/2014	DEBOER	BARBARA		1272 S LAKESHORE		LAKE CITY	MI
000134679I	7/1/2011	6/30/2012	DEYOUNG	CHERYL	R	332 WOODSIDE CIR		CADILLAC	MI
000172077I	7/1/2013	6/30/2014	DRYER	GLORIA	F	PO BOX 711		LAKE CITY	MI
000172083I	7/1/2013	6/30/2014	DRYER	MICHAEL	T	PO BOX 711		LAKE CITY	MI
000247665I	7/1/2007	6/30/2008	DUBEY	CYNTHIA		7421 N MOREY RD		LAKE CITY	MI
000237365I	7/1/2010	6/30/2011	DUVALL	MARSHA	A	11690 E 55		CADILLAC	MI
000144591I	7/1/2014	6/30/2015	EDWARDS	LUELLA	C	1000 Pavillions Cir RM 130		Traverse City	MI
000310649I	7/1/2014	6/30/2015	GAFFNEY	JACK	S	1696 S OAKWOOD AVE		LAKE CITY	MI
000248085I	7/1/2016	6/30/2017	GATISS	THOMAS	E	P.O. Box 1271		Escanaba	MI
000135831I	7/1/2010	6/30/2011	GILLESPIE	ROSS	J	501 WHITE PINE DR		CADILLAC	MI
000242486I	7/1/2013	6/30/2014	GREENE	ROBERT	F	1675 E LAKE MITCHELL DR		CADILLAC	MI

?

×

Add Level

Delete Level

Copy Level

Options...

☒ My data has headers

Column	Sort On	Order
Sort by	Expire Date	Values
		A to Z

OK

Cancel

Mailing Labels

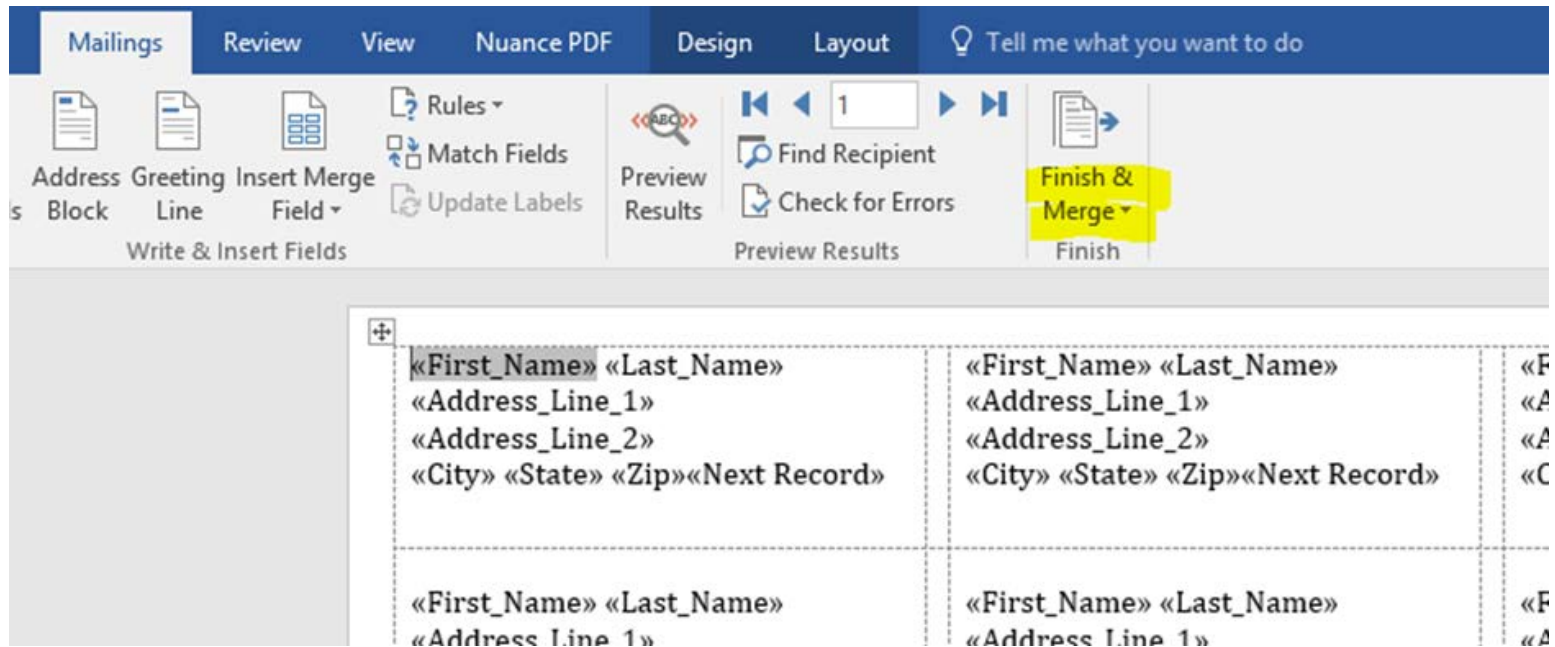
The master for mailing labels can be found in “My Committees”

The screenshot shows the Microsoft Word interface with the 'Mailings' tab selected. The ribbon includes options for 'Start Mail Merge', 'Select Recipients', 'Edit Recipient List', 'Highlight Merge Fields', 'Address Block', 'Greeting Line', 'Insert Merge Field', 'Rules', 'Match Fields', 'Update Labels', 'Preview Results', 'Find Recipient', 'Check for Errors', 'Finish & Merge', and 'Finish'. The 'Select Recipients' button is highlighted. Below the ribbon, a table of merge fields is visible, showing the layout for the mailing labels.

«First_Name» «Last_Name» «Address_Line_1» «Address_Line_2» «City» «State» «Zip»«Next Record»	«First_Name» «Last_Name» «Address_Line_1» «Address_Line_2» «City» «State» «Zip»«Next Record»	«F «L «L «C
«First_Name» «Last_Name» «Address_Line_1» «Address_Line_2» «City» «State» «Zip»«Next Record»	«First_Name» «Last_Name» «Address_Line_1» «Address_Line_2» «City» «State» «Zip»«Next Record»	«F «L «L «C
«First_Name» «Last_Name» «Address_Line_1»	«First_Name» «Last_Name» «Address_Line_1»	«F «L

Mailing Labels

Once the list is selected, click Finish & Merge to “edit individual documents”.



The screenshot shows the Microsoft Word interface with the 'Mailings' ribbon selected. The ribbon includes tabs for 'Mailings', 'Review', 'View', 'Nuance PDF', 'Design', and 'Layout'. The 'Mailings' tab is active, displaying various options for creating and managing mailing labels. The 'Finish & Merge' button is highlighted in yellow, indicating the next step in the process. Below the ribbon, a preview of the mailing labels is shown, featuring placeholder text for fields like First Name, Last Name, Address Line 1, Address Line 2, City, State, Zip, and Next Record.

«First_Name» «Last_Name»	«First_Name» «Last_Name»	«F
«Address_Line_1»	«Address_Line_1»	«A
«Address_Line_2»	«Address_Line_2»	«A
«City» «State» «Zip»«Next Record»	«City» «State» «Zip»«Next Record»	«C
«First_Name» «Last_Name»	«First_Name» «Last_Name»	«F
«Address Line 1»	«Address Line 1»	«A

Chapter Email Blasts

MARSP is able to send out Email blasts to members of the local chapter based on rosters.

- Send text of the email you'd like to send to membership@marsp.org
- Indicate which roster group you'd like to send it to, i.e. active, inactive, new retirees, etc.

Online Training Videos

There are several training videos on the MARSP website that are helpful in learning to work with membership rosters:

- Membership Roster Training
- Excel Training: Sorting


Social Media & MARSP Website

Presented by:

Mandy Hitsman

MARSP Communications & Member Advocacy Coordinator

Get connected with MARSP




Phone: 517-337-1757 Toll Free: 800-940-4022

Join MARSP Local Chapter Foundation About Us MEMBER SERVICES v

HOME LEGISLATIVE ISSUES HEALTH INSURANCE RETIREMENT PLANNING COMMUNITY NEWS EVENTS CONTACT US

For more than **60 years**, MARSP has been the only organization totally dedicated to promoting and supporting the rights and needs of retired public school personnel and serving as their legislative voice.



MARSP member recruiter could win Grand Hotel stay

Welcome back!
You are currently logged in

- My Account
- Member Center
- Renew Membership
- Upcoming Events

Logout

Why Become a Member?

- Largest school retiree association in MI
- Insurance & Other Discounts
- VANGUARD Newsletter

Already a member?
Renew your membership

Latest News
Executive Director's Blog Post: Public school retirees are active in their communities and the state
© SEPTEMBER 27, 2017

Upcoming Events

DATE	EVENT
OCT 23	MRPS Pension 301 Seminar - Gogebic Community College E4946 Jackson Rd
OCT	MRPS Pension 101 Seminar - East



HOME LEGISLATIVE ISSUES HEALTH INSURANCE RETIREMENT PLANNING COMMUNITY NEWS EVENTS CONTACT US

SAGINAW COUNTY CHAPTER

General Chapter Information
The Saginaw County Chapter of MARSP has approximately 960 members and is located in eastern Michigan.

The Saginaw County Association of Retired School Personnel has six meetings per year along with a holiday season celebration. They are a large, involved, vibrant group. Meetings consisted of insurance information on alternatives (Priority Health, etc.), keeping safe from falls, ladies Barbershop Quartet at the holiday celebration, celebration of Black History, "ID Protect Program", annual business meeting, and singers presenting "A Sentimental Journey Down Memory Lane".

They are involved in the community to a great degree with giving scholarships to area youth, donating to a shelter care program, the Neighborhood House along with assisting at the East Side Soup Kitchen. They are also involved with the Learn to Swim Program, Restoration Community Outreach Men's Mission and the First Choice Program. Members are encouraged to donate to eleven listed agencies in their membership directory.

They have a goal to get the name out (SCARSP/MARSP) and make it meaningful in the community. They also have a great group of volunteers who also have some strong leadership qualities. SCARSP had an interesting meeting schedule. They started out the meeting with a social hour, membership activities, book exchange, and benefits information. They then hold their business meeting, invocation, luncheon and finally the program for that meeting. They also put out an informative, well-written newsletter to the membership.

Chapter Dues
One-year chapter membership = \$7.00

Membership Form

Chapter Officers
Chapter President - Olivia Williams
For complete officer directory with contact information, please click below:


Area Officers
Area Director - Rodger Bell
Assistant Area Director - VACANT

Geographic Area
Saginaw County and is a part of MARSP Area 11 in the Eastern Region of Michigan.

Chapter Meeting Information
11:30 a.m. on the third Wednesday of the following months: October, November, December, January, March, April, May, and June
Hellenic Center (corner of Mackinaw and McCarty Roads in Saginaw Township)
Meetings include a luncheon for which there is a charge. Reservations are required. Contact any officer for more information.

Chapter Website
Visit Site

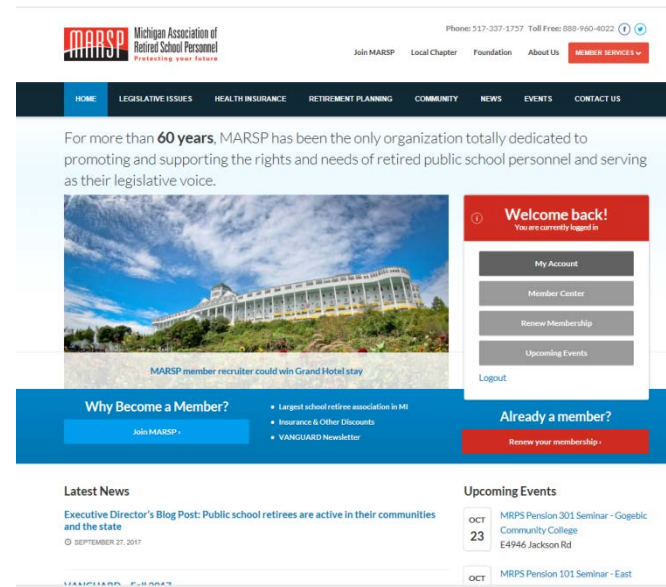
NAME	POSITION
Mary Weaver	Chapter Legislative Chairperson, Ambassador
Bob Enner	Insurance
Gail Oliver	Chapter Secretary



MARSP website

Many helpful resources available on the MARSP website:

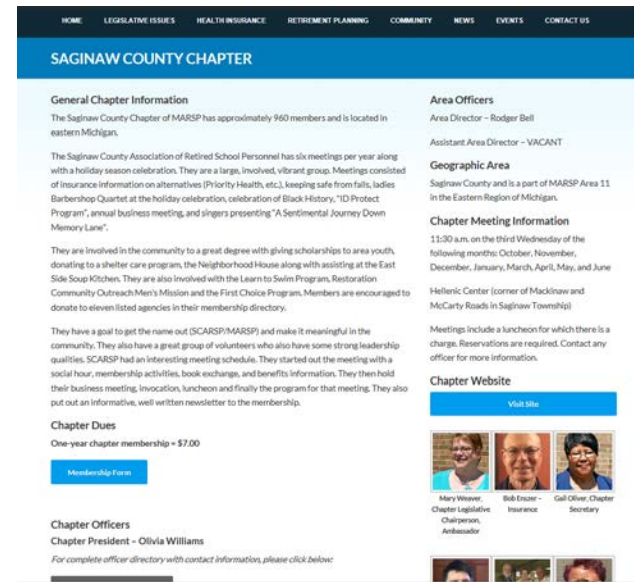
- Legislative and health care resources and updates
- Pre-retirement information for colleagues still working
- MARSP events
- Guide for new members
- Volunteer opportunities
- Executive Director's blog
- Local chapter webpages



Chapter webpages

Each local chapter has an individual webpage on the MARSP website:

- General chapter information including officers, dues amount, meeting information
- Photos
- Chapter news and newsletters
 - Add MARSP to your newsletter mailing list & it will be posted to your chapter webpage when we receive it



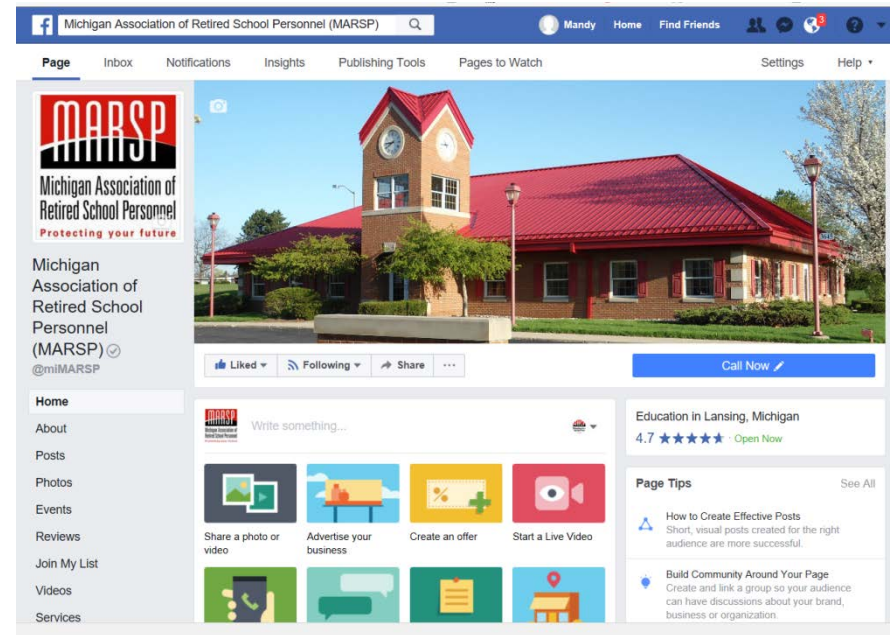
Facebook



Stay up to date with MARSP online

MARSP's Facebook page helps members stay connected and informed.

Staying up to date with MARSP is critical for members before and during retirement and simple with these suggestions.



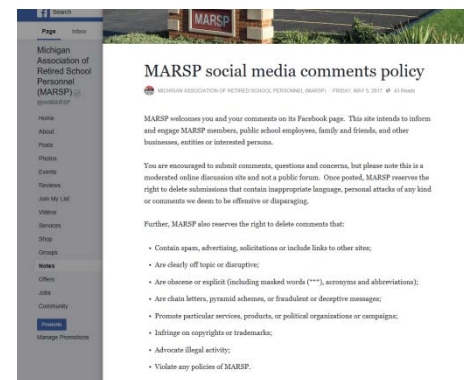
MARSP's Social Media Comments Policy

MARSP welcomes you and your comments on its Facebook page. This site intends to inform and engage MARSP members, public school employees, family and friends, and other businesses, entities or interested persons.

You are encouraged to submit comments, questions and concerns, but please note this is a moderated online discussion site and not a public forum. Once posted, MARSP reserves the right to delete submissions that contain inappropriate language, personal attacks of any kind or comments we deem to be offensive or disparaging.

Further, MARSP also reserves the right to delete comments that:

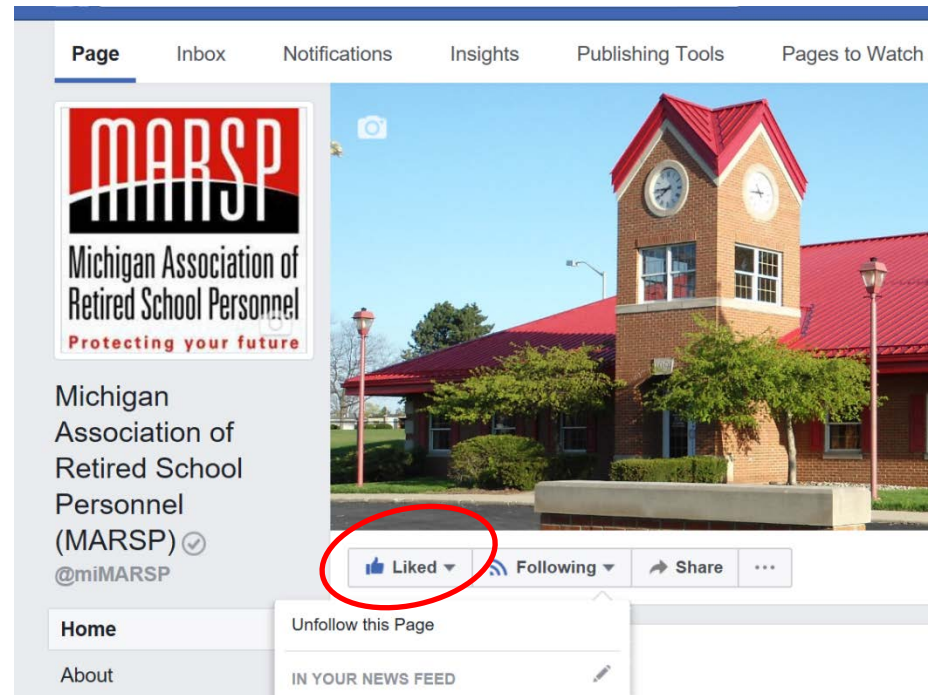
- Contain spam, advertising, solicitations or include links to other sites;
- Are clearly off topic or disruptive;
- Are obscene or explicit (including masked words (***) , acronyms and abbreviations);
- Are chain letters, pyramid schemes, or fraudulent or deceptive messages;
- Promote particular services, products, or political organizations or campaigns;
- Infringe on copyrights or trademarks;
- Advocate illegal activity;
- Violate any policies of MARSP.



Please note that the comments expressed on this site do not reflect the opinions and official position of MARSP.

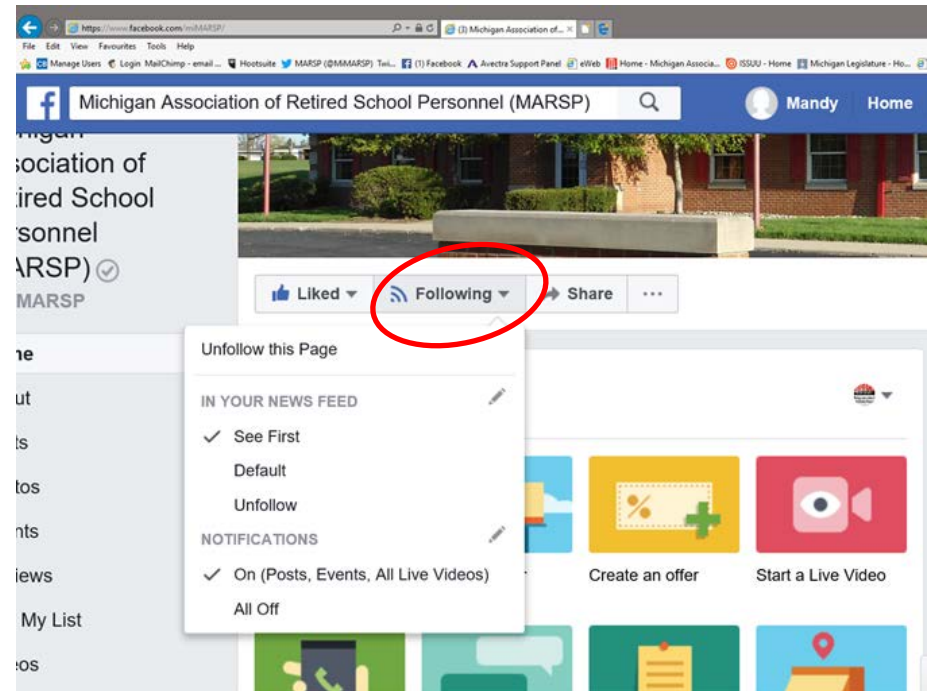
"Like" the Facebook page.

Type "Michigan Association of Retired School Personnel (MARSP)" in the search bar to visit MARSP's page. Click the "Like" button to automatically follow the page.



“Follow” the Facebook page

**Choose where
MARSP posts appear
on Facebook and
adjust notifications
settings to "See First".
Move the cursor over
the "Following"
button to see the
menu of options.**



“Share” MARSP’s posts

“Like” and “Share” MARSP’s posts as the more people who see what we are posting, the further our reach.

Every chapter needs at least one social media volunteer to **Like, Follow, and Share!**

MARSP
Michigan Association of Retired School Personnel
Protecting your future

Michigan Association of Retired School Personnel (MARSP) ✓
@miMARSP

Home
About
Posts
Photos
Events
Reviews
Join My List
Videos
Services
Shop
Groups
Notes
Offers
Jobs
Community

Promote
Manage Promotions

Liked Following Share ...

Promote Local Business

See All

Posts

Michigan Association of Retired School Personnel (MARSP) added 2 new photos.
Published by Mandy Hitsman (?) · October 11 at 2:39pm ·

The MARSP Foundation Scholarship Fund has received \$20,000 -- one of its largest ever donations -- from a former elementary school teacher who rose from poverty to leave a legacy of giving to others. Read more about Sophia “Kay” Millard, who passed away in 2015 at age 103, in the Fall 2017 issue of VANGUARD. <https://www.marsp.org/vanguard-newslett.../vanguard-fall-2017/>

1,040 people reached

Like Comment Share

3 Shares

Write a comment...

Community

1 person messaged
Invite your friends
1,239 people liked
1,258 people followed

About

3645 E Jolly Rd
Lansing, Michigan
(517) 337-1757
Typically replies within a few hours
Send Message
<http://www.man.org>
Education · Professional Services
Hours 7:30AM - 5:00PM
Open Now

People Also Like

Michigan Professional
MEA-Re Organiza
Michigan AFL CIO Organiza

Professional Services

English (US) · Español · Français (France) · Italiano

USE SOCIAL MEDIA TO RECRUIT AND COMMUNICATE.

Start a group Facebook page for your local chapter and invite members to join.

- Very user friendly
- Check out the Saginaw County Facebook page:
<https://www.facebook.com/groups/521081898034752/>



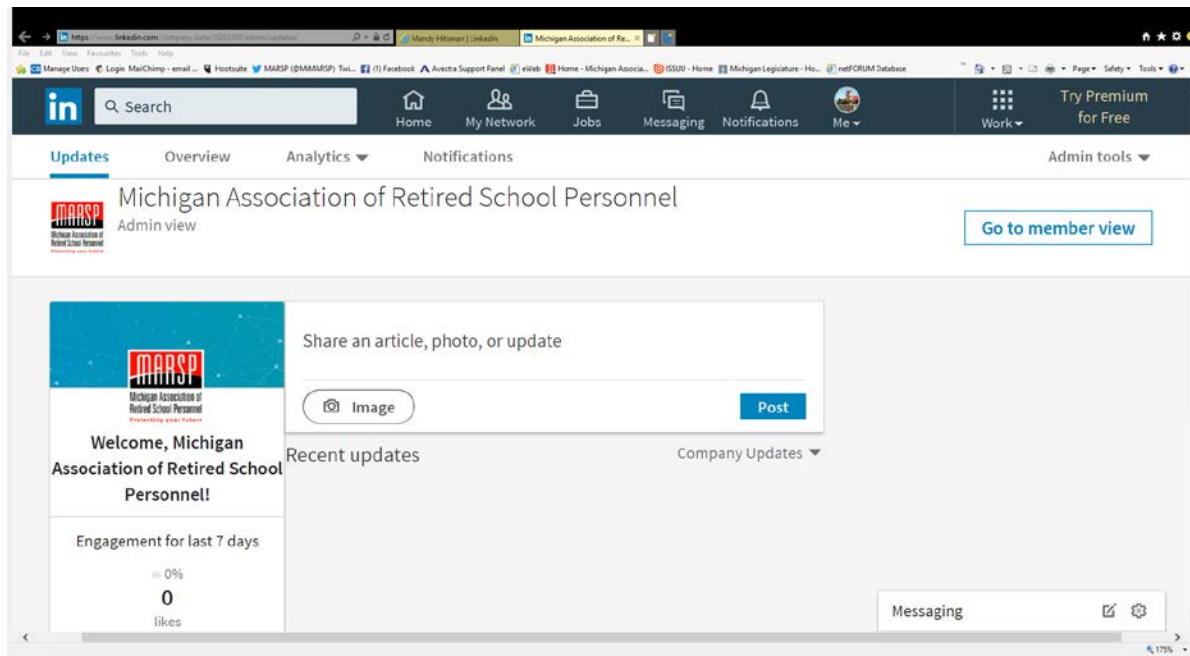
Twitter

Follow MARSP on Twitter @MiMarsp



LinkedIn

Connect with MARSP on LinkedIn



State Membership Incentives

- *All You Need is One*
- **Refer a Friend Program**
- **Association Member Benefit Advisors (AMBA)**

All You Need is One

Refer a member by December 31, 2017, and be entered in a drawing for a weekend at the Grand Hotel on Mackinaw Island.



Refer a Friend Program

Refer a friend (or spouse) to MARSP and be entered in a monthly drawing for a \$25 *VISA* gift card.



AMBA

MARSP will soon be partnering with Association Member Benefit Advisors (AMBA) to bring members bigger and better merchant and travel discounts.

Coming Soon

New benefits for MARSP members are on the way! MARSP has partnered with AMBA to make new member-only benefits available to you. Watch your mailbox for new benefit announcements!



AMBA

ASSOCIATION MEMBER BENEFITS ADVISORS

Local chapter Incentives

- Free first year membership
- Free lunch for one new member
- Free honorary membership after 85
- Promotional items from MARSP
 - window clings
 - chapter notecards



Recruit, retain, and renew tips & resources

Presented by:
Loretta Wittkopp
Saginaw County Chapter

A bit about me...



Here I am –
one piece of
the puzzle



Every chapter has strengths
and weaknesses– including
the Saginaw Chapter of
MARSP.



- I am here to offer tips and make sure you know the resources at your finger tips.
- I've been a member of MARSP since 2002 and began volunteering in 2003.
- I am a member of the Saginaw County Chapter and have served as president, vice-president, membership/database chair, newsletter chair, memorial list chair, etc.
- My way is not the only way to do things. I am coming to share and assist so you can grow and get new ideas.
- An organization must be changing to be vital.

WHO ARE YOU?

WHAT EXPERIENCE HAVE YOU HAD?

WHAT DO YOU WANT TO KNOW?

WHAT DO YOU NEED TO KNOW?

HOW CAN I HELP?

WHAT CAN YOU SHARE TODAY?



Critical elements within a chapter

- Helpers – have a team work on membership recruitment and retention instead of just one person



- Good programs – these keep members coming to meetings
- Friendly, inviting, welcoming atmosphere
 - Greeters
 - Parking lot helpers
 - Mentors for new members

- Use strengths of other computer-savvy members to assist with Microsoft Excel and online duties, i.e. chapter webpages, social media



Recruit new retirees

Recruit = word of mouth

- Have membership packets available at each chapter meeting for members to take and give to others.
- Get packets to local school districts through human resource personnel or superintendent to give to staff retiring or get packets into lounges in schools.
- Have a public relations committee disseminate articles in local newspaper, i.e. recap of a meeting with a photo, an announcement to join or add chapter meeting to local calendar of events or attend county associations.



Recruitment is a Team Effort

- Recruit
- Renewal /inactive
- Welcome
- Honorary member
- Never joined member
- But don't give up



**Now it is time for your ideas on
recruitment!**



Retain current members



Membership table at chapter meetings

- Have blank enrollment and renewal forms that visitors/members can pick up and fill out and complete at the meeting or take with them.
- Have current active lists to answer questions like “Did I renew?” Use active state and local roster.
- Have a container or basket of index cards where members can communicate changes of address, phone, email address, etc.

Enrollment and Renewal Forms

May want to create your own forms listing your chapter dues amount or request from the State office.

- One for first year enrollment, especially if you offer incentives, i.e. first year free in chapter
- Separate one for renewal in both state and local



FORMS DIFFERENT COLORS

- Separate one to just renew MARSP
- Separate one to just renew chapter
- Separate one for honorary chapter members – if chapter gives honorary membership after age 85

**Send a welcome packet
or postcard to those
who renewed or joined**



THANKS FOR JOINING

INFO ON MEETINGS –i.e.
LIST OF MEETING DATES AND
TOPICS

RESERVATION PROCEDURES AND
COSTS OF LUNCH

NEWSLETTER AND DIRECTORY
DEPENDING ON YOUR BUDGET OR
PICK UP AT CHAPTER MEETING

NOTIFY RESERVATION CHAIR OF
RENEWED MEMBERS - SEND
REPORT

Renewing = get them engaged.

- Announce new members at chapter meetings and give them a small token of appreciation – MARSP window cling, a balloon, etc.
- Make sure they feel welcome: if a friend did not invite, be sure they have a place to sit – have them sit with a membership person or you. If they don't feel welcome, they may vanish in the night.

- Answer questions they have.
- Give them a small task to do, i.e. help with name tags, invocation, etc.
- Find their hidden talent and use it.



THINK ABOUT YOUR PROCEDURES:

Do self-evaluation of your chapter

- Is lunch too costly for some of the group?
- Watch costs, check with membership.
- Can you do a brunch meeting or a meeting with coffee and desserts?
- Can members carpool and pick up new members?

- What can you change to make them feel welcome?
- Our members seem to delight in birthday treats that Lillian started.





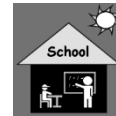
Programs

- Short business meeting, minutes on table.
- Short updates: membership, legislative, insurance, community service.
- Short topic or program, but must be interesting or engaging or involve a group activity.
- According to MARSP's executive director younger retirees want to do projects and community service rather than sitting in a meeting, so get active! They also enjoy including children in outreach activities and relevant topics.
- Keep the presentation short if you have a speaker. *(20 minutes)*

PROGRAM TOPIC IDEAS FOR CHAPTER MEETINGS



- **Local School Issues**
- **Public Policy or Legislation**
- **Legal or Business**
- **Health or Insurance**
- **Art or Culture**
- **Senior Issues**



PROGRAMS TO ALWAYS INCLUDE – HEALTH & LEGISLATIVE UPDATES

- Fall health /benefit workshop alerts – put in newsletter, get from providers- more than one
- Program or announcements on benefit updates for following year – Blue Cross, Blue Care Network, and Priority Health or alert about coverage in *VANGUARD*
- Keep them abreast of legislative issues
- Program topics on legislation
- Collect donations for Voluntary Benefit Defense Fund (VBDF)

Attendees can't sit more than 20 **minutes**
before they need to move



The Saginaw Chapter held a senior dance exercise that everyone seemed to like. Our massage program was popular too!

Remember: Adults like freedom of choice, so give them choices. Acquire their input and give them choices. Do surveys.



**Note: When working with children, they need variety.*

KEEP TRACK AND DON'T REPEAT TOPICS OR PROGRAMS, OTHER THAN OBVIOUS ONES LIKE HEALTH BENEFITS AND LEGISLATIVE UPDATES.

Community service, scholarships, and other ideas to help retention

- Raffles, casino trips, Christmas outreach.
- Scholarships for students graduating high school and/or in college. The Saginaw Chapter gives out three each year.
- Inform members about the MARSP Foundation's Smith Fund for members with financial need.
- Inform about MARSP Foundation scholarship to those currently working in public education.
- Sponsor a classroom.



Now your thoughts on retaining membership

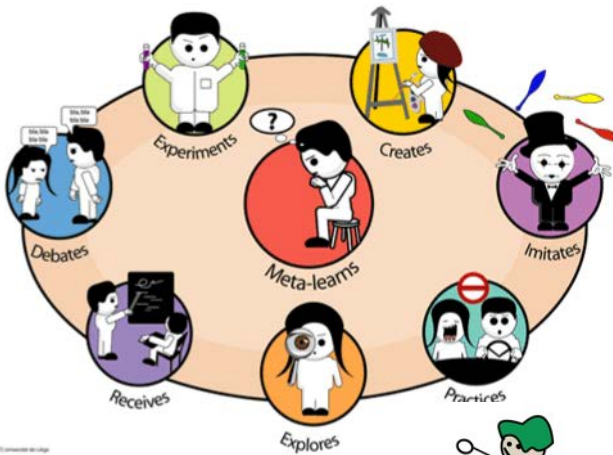


Figure 1: The 8 Learning Events Model (8-L)



**Regain former members who
failed to renew**

Regain is the name of the fall game



-- not football!



**Change from "I love football!" to "I love to get them reconnected!"
But how ???**

Communicate , communicate, communicate!!!



Step 1: Sort the inactive ones -- on inactive list, go after last year's first

Step 2: Disburse lists - if your chapter has a committee, give a few of them the list

- Give board members copies of inactive list
- Have inactive list at chapter meetings
- Put out reminder notes on Facebook -- do not mention their names but procedure and forms
- Notecards to gain new members



TRY DIFFERENT IDEAS TO REACH YOUR GOAL OF REGAINING THEM

3rd quarter = July 1st – Sept 30th

Send emails, letters, and another copy of forms

- Have members call – but organize it and give them a script
 - could organize it by school district and get a caller per district

Do not be discouraged--THIS IS NOT AN EASY TASK!

- Some members are now in assisted living.
- Some have other family members doing their bookkeeping.
- Some don't renew because they don't attend meetings.
- Some do not see the purpose of the organization.
- Some don't like food, or venue or if eat before speaker or after.



SUCCESS – REGAINED! MAYBE AND MAYBE NOT



OTHER IDEAS

- Share the list for members to look at during chapter meetings
- Publish article in newspaper (with photos) highlighting things chapter and MARSP has done –perhaps will catch their attention and will renew
- Check through your resources

Personally, I find this the hardest “R” to do, get them to renew and regain them



TIME FOR YOUR IDEAS ON HOW TO REGAIN MEMBERS.



**PUT ON YOUR THINKING CAP &
SHARE WHAT YOU HAVE OR
WHAT YOU MIGHT DO TO REGAIN.**



**For taking time and coming to learn more
about how to
Recruit, Retain and Regain members.**

**Remember your chapter will go through stages,
just as we do in our lives. Look for ways to help it
grow and develop. Thanks for volunteering!**

*Hope you enjoyed your day and hope our paths cross again.
Loretta - from Saginaw*

Q & A