

Summary of District 18 Local First Vice President's Zoom Meeting – April 22nd 1PM

Thank you for your service to TRTA!

The email entitled **Membership**, which came from the STATE OFFICE today, has LOTS of forms and info!

Thank you Debra Jordan and Holly Kidd for your suggestions along with other 1st VPs from around the state. In case you were unable to attend, these items were discussed during today's meeting:

Membership: (as of April 15th) 43,687

"This is a little behind last year at this time. I expect 22,000 after today." Ashley Franco State Office Membership Analyst

Totals for **2020-2021**

District 18 = **989** (72 fewer members than previous year)

Andrews 123 B.S. 69 Crane 40 Midland 343 Mitchell C. 61 Monahans 58 Odessa 295

Recruiting Ideas:

Stress advantages of joining – VOTING POWER

Print quotation from RECENT retiree on handout - why TRTA membership is valuable.

Take info to schools for them to place in lounge or in retirees' mailboxes.

Use incentives – drink gift cards, goodie bags, M & M's with your local info sticker

Pay 1st year's local dues.

Use social media to advertise – Facebook, Twitter, Next Door

Attend end of year dinner/ BBQ/ retirement award recognition. Hand out info – enlist then.

Divide renewal list between officers and chairpersons for making contact - Divide and Conquer!

Set date in May for "Dues Due date" - lessens the stress of chasing members during the summer.

"Use your 2nd VP to help with publicity": TRTA State 2nd VP Ella Gauthier

At-Large Suggestions:

Email, FB message, Next Door, and/or Twitter

"Please join our local. TRTA. The cost is.... Send to _____ at this address _____"

OR

"We want to pay your first year's local dues. Contact _____ (or) Send form to _____"

TRTA Connect:

There are some issues at the State level with March /April submissions. Updates soon.

(* Email Ashley Franco if you still have members on your active rosters who are deceased.)

(* Email " " when someone joins from At-Large List)

Each One Bring One

– Send forms **SOON** to Judy Crawford, 1406 Cedar Lane, Andrews, 79714

2 DRAWINGS for \$25 each during Spring Leadership Conference **May 4th**

Let me know how I can help.

Judy Crawford

District 18 1st Vice President