AEA Retired Committee Planning 2011-2012

Membership Outreach

Charge 1

Activity: AEA Committee Day membership table, forms, tri-fold & stand up poster; gather e-mail addresses; postcard commitment card; bulletin board posters; **Start Date & Completion Date:** 9/17/11; **Criteria for Success:** increase membership in AEA-R; **Person Responsible:** Judy M., Shirley B., John C., Nancy P., committee members; **Resources Needed:** table, tri-fold, forms, stand up poster

Charge 2 & 4

Activity: be aggressive to make contacts with newly retirees; **Criteria for Success:** get a liaison (newly AEA-R) to get acquainted with a local to get retirees names; blurb to local newsletters; go to cluster meetings of Presidents of Metro, West, Southern regions; **Person Responsible:** Aurora & Kathy R-W. - Tucson, Judy M. - Cartwright & Avondale, Nancy P. - WDEA & Glendale U., Richard S. - Marana, Amphi, & Sunnyside¸ Carol – P.V., Deer Valley, Scottsdale, Cave Creek; **Resources Needed:** $ for incentives

Activity: contact AEA OC's to get the response copies that the "flippers" use to document whether members are flipping, leaving, dropping or perhaps retiring; we want names of those retiring

Charge 3

Activity: Delegate Assembly; **Start Date & Completion Date:** April 2012; **Criteria for Success:** names in a drawing for joining AEA-R & pre-retired, and actually turning in form, $50, $50; **Person Responsible:** committee members taking shifts; **Resources Needed:** table, tri-fold, forms, stand up poster

Charge 6

No change at present time

Charge 9

Activity: advertise on local websites; create ads for local websites; **Start Date:** ASAP; **Completion Date:** ongoing; **Person Responsible:** Julie & Steve

Charge 10

Activity: ask AASRA how they get names & addresses; **Person Responsible:** Judy

Charge 11

Activity: resending AEA-R letter with a specially marked envelope; **Start Date:** to be completed