

MEMBERSHIP COMMITTEE INITIATIVES

The following initiatives have been carried out by the Membership Committee, or are currently in development:

Brochure

A brochure outlining the benefits of NBSRT has been developed for distribution to prospective retirees.

Provincial Branch Tour

Members of the Membership Committee have visited NBSRT branches through out the province asking for input to assist membership recruitment.

NBTA Luncheon

NBSRT Executive members and Branch Presidents attend the annual NBTA Retirement Luncheon for retiring teachers, introducing themselves and the benefits of joining the NBSRT.

Hand-written Notes

Hand-written "Invitations To Join NBSRT" have been mailed to NBTA retirees encouraging them to become members of the NBSRT.

Poster

A poster encouraging membership in the NBSRT is currently being developed.

Trip Merchant

NBSRT has begun to promote *Travel Merchant*[®], a Canadian company offering vacation travel opportunities for NBSRT members.

Speaker List

A "speaker list" is being developed as a resource for branches as they try to build local membership.

Vestcor Mailout

Vestcor, the only direct contact with every active and retired teacher in NB, has agreed to include an "Invitation to Join NBSRT" with fall mail-outs.

NBTA Provincial Retirement Seminars

NBSRT ambassadors promotes the benefits of joining NBSRT in a five-minute presentation at NBTA-sponsored retirement seminars for active teachers.

NBTA Subject Councils

NBSRT has requested a presence at NBTA Subject Councils to make active teachers nearing retirement aware of the organization and encouraging membership.