



# FRA MEMBERSHIP NEWSLETTER

January 2019

## Membership

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*Happy New Year!*

Based on feedback from members, we placed the Membership Application in the January issue of FRA today (See Page 40)

We are here to assist you. One way is to help you and your branch shipmates stay connected. This month our suggestion is a calling program. This is a great time of year to make phone calls to your past due and ready to renew members and, if you have time, fellow branch members.

At the bottom of this newsletter I have provided a sample script for a Branch Calling Program. The October Membership Newsletter covered the topic of "Understanding Branch Reports" I provided explanations of the symbols and codes that can be found on the Branch Reports. We hope that information along with the scripts

below will help you with your membership retention program. Please call the bad or change of address records. Please try to find current phone numbers for those that are blank or disconnected. We have found that in some case, the change of address was only temporary/vacation. Dividing up your roster to verify phone numbers and addresses is a great way to show your shipmates that you value their continued membership and support.

**Administrative Note:** The Third Quarter Membership Report will be posted along with this newsletter to the National Mailing List. Please share with your Membership Chairman.

At the 2018 National convention the groups were adjusted to reflect changes in membership.

There are 75 Branches in Group V (10-62 Members), 50 in Group IV (63- 112 Members), 39 in Group III (113-312 Members) 11 Branches in Group II (313-512), and 10 Branches in Group I (513- or more members).

## MEMBERSHIP STATISTICS

(as of November 30th 2018)

October 31, 2018	42,227
November 30, 2018	<u>42,023</u>
Net gain (loss) in Members	(204)
Life Members	9,648
New Members	153
Reinstated Members	15
Nonpayment of Dues (NPD)	459
<i>NPD Branches</i>	208
<i>NPD Members at Large</i>	75
Deaths	176
Branches	183
Widows	1,363
LAFRA Members	5,917

## MEMBERSHIP STATISTICS

(as of December 31st 2018)

November 30, 2018	42,023
December 31, 2018	<u>41,775</u>
Net gain (loss) in Members	(248)
Life Members	9,664
New Members	113
Reinstated Members	20
Nonpayment of Dues (NPD)	459
<i>NPD Branches</i>	196
<i>NPD Members at Large</i>	113
Deaths	164
Branches	183
Widows	1,364
LAFRA Members	5,833

**Telephone Script for Calling FRA Members About Their Dues Payments  
Past Due on Paying Dues and Bad address**

For those who are **past due**:

Hi. I'm \_\_\_\_\_ calling from the Fleet Reserve Association Branch \_\_\_\_\_. As of [date]\_\_\_\_ Your membership dues have not been received, and your membership will expire on \_\_\_\_\_. Each and every member of FRA is important to us - we would hate to lose you Shipmate! Please remember that the larger the Association, the more clearly our voice is heard on Capitol Hill. We need your support and membership to keep the Association active in keeping abreast of changes in legislation affecting your military pay, benefits and quality of life programs.

(if they sound skeptical about what we do for them): Visit our Bill tracker on [www.fra.org](http://www.fra.org) Advocacy - Action Center to see what bills we are following and lend your voice to issues important to you and your fellow shipmates.

(ask them if they use email and get their email address if possible) [be sure to send the email address into the National HQ so that it goes on their official membership record and they will get News Bytes every Friday]

(If their membership lapsing is an oversight)

To renew your membership, you can pay online at [www.fra.org](http://www.fra.org) or I can send a new invoice to you today. What would be easier for you?

[note: branch secretaries can log into the members record, click “more info” then “member demographics” and check “send bill” to get a bill sent the same day from headquarters. Additionally you can send the Member ID# to Nationals and we will send an invoice. If non branch secretaries assist with the call program, updates can be emailed to [Membership@fra.org](mailto:Membership@fra.org) or called into FRA Member Services 800-FRA-1924.]

(If it is because of an issue)

Your concerns are certainly important. Would you please share your reasons with me and let me know what I can do to keep you as an FRA member?

(No)

Thank you for your time, we are sorry to lose you as a member of FRA.

(Phone message)

Hello, this is \_\_\_\_\_ calling from the Fleet Reserve Association Branch \_\_\_\_\_. This is a courtesy call, we have not heard from you lately. This is also a reminder for you to pay your dues before \_\_\_\_\_ to maintain your membership. We would be happy to take your payment over the phone or re-invoice you. Please call 800-FRA-1924 anyone in Member Services can help you or pay online by logging into [www.fra.org](http://www.fra.org).

Thank you. We look forward to hearing from you soon.

**Telephone Script for Calling FRA Members About Their Dues Payments  
Terminated Members – Membership Expired**

For those who already **terminated for non-payment of dues:**

Hi. I'm \_\_\_\_\_ calling from the Fleet Reserve Association Branch \_\_\_\_\_. Your membership expired in \_\_\_\_\_, and I'm wondering if you would be willing to share your reason for leaving the FRA.

(let them talk)

(If it is an oversight)

You can pay online at [www.fra.org](http://www.fra.org) or I can send a new invoice to you today. What is your preference?

[note: branch secretaries can log into the members record, click “more info” then “member demographics” and check “send bill” to get a bill sent from headquarters.]

(If it is because of an issue)

Your concerns are certainly important. Would you please share your reasons with me and let me know what I can do to bring you back to FRA?

(No)

Thank you for your time, we are sorry to lose you as a member of FRA.

(Phone message)

Hello, this is \_\_\_\_\_ calling from the Fleet Reserve Association Branch \_\_\_\_\_. Your membership has expired and we would like to have you back! If it was an oversight, we would be happy to take your payment over the phone or re-invoice you. Please call 800-FRA-1924 anyone in Member Services can help you or pay online at [www.fra.org](http://www.fra.org).

Thank you. We look forward to hearing from you soon.

**Telephone Script for Calling FRA Members with Bad addresses or recently  
changed addresses whos membership may have Terminated or will soon  
Expire**

For those who already **terminated for non-payment of dues/ Bad address:**

Hi. I'm \_\_\_\_\_ calling from the Fleet Reserve Association Branch \_\_\_\_\_. Mail sent to shipmate \_\_\_\_\_ has been returned to the National Headquarters as undeliverable.

(let them talk)

Can we please review the address we have on record?

(Read to them what you have.)

Due to the returned mail, we were not able to get you your membership renewal reminder. Your membership expired on \_\_\_\_\_

You can renew online at [www.fra.org](http://www.fra.org) or I can send a new invoice to you today. What is your preference?

[note: branch secretaries can log into the members record, click "more info" then "member demographics" and check "send bill" to get a bill sent from headquarters.]

(if you learn that the member passed)

Thank you for your time, we are sorry for your loss, can you please provide the date the shipmate passed so that we can let his fellow shipmates know at the next meeting.

Note: please contact FRA National headquarters with the date the shipmate deceased. Note also that Widows can subscribe to FRA today and can call 1800-372-1924 to get signed up for the Widows subscription

(Phone message)

Hello, this is \_\_\_\_\_ calling from the Fleet Reserve Association Branch \_\_\_\_\_. Mail sent to the attention of Shipmate \_\_\_\_\_ was returned to us as undeliverable. Please help us update our membership records. Please call 800-FRA-1924 anyone in Member Services can help you or go to [www.fra.org](http://www.fra.org).

Thank you. We look forward to hearing from you soon.

[If you learn of a shipmates passing, please notify FRA HQ even if the membership was already terminated for non payment of dues. Fellow shipmates sometimes call FRA HQ to get reconnected with former shipmates that we have in our database and we need to have our records up to date. We also occasionally mail fundraising letters to former member a year or two after they terminated. This has resulted in renewal of membership. If the member is deceased, we are simply wasting resources. We also want to acknowledge the shipmate in FRAtoday if there were an active Member at the time of their passing.

Encouraging members to join as Life Members ensures that they never need to worry about their memship lapsing and their spouse or family will continue to get the FRAtoday.]

The above are suggestions and we encourage you to personalize this call program for your branch.