

NFFE Organizing & Recruiting Strategic Plan Quick Read



1 Recruitment Incentive

The \$100 recruitment incentive was extended for another year so that locals actively recruiting new members will be reimbursed for their dedication of time and resources. Locals must submit a fully completed and legible 1187 form along with an up-to-date BUE list to receive the reimbursement. Locals who are in arrears, below the minimum dues level, or have yet to get on EFT are not eligible for the reimbursement.

2 Recognizing Success

Hard work pays off. That's why NFFE has redoubled its commitment to recognize locals' success in organizing and recruitment. Each month, the three locals that add the most members will be rewarded with Gold, Silver, and Bronze certificates from the NFFE National Office, in addition to union-wide communications pieces recognizing this achievement. Also, the five locals with the highest density or membership increase over the year will win a trip to Washington, DC for our annual Legislative Conference.

3 Measuring Achievement

In order to get where you're going, you must be able to measure progress along the way. That's why NFFE has created a new system to gauge where locals are in their recruitment efforts. Locals will be measured on a color scale (Platinum, Gold, Silver, Bronze, Copper) which gauges density levels and recruitment history so that locals, councils, and staff have a better idea of where and how to apply recruitment resources.

4 Young Federal Leaders

With forty percent of the federal workforce set to retire in the next decade, the opportunity to engage young federal workers in our union has never been so apparent. This is why NFFE is launching the NFFE Young Federal Leaders in 2012. The YFL will consist of a national council of young workers tasked with advising NFFE local, council, and national leadership on the issues impacting young employees entering the workforce.