

## Host a letter-writing party:

1. Get the list of local retirees who are not members. (Office will send them to you.)
2. Have some stationery or blank paper, pens, stamps, and non-business envelopes for people to use.
3. Ask eight to ten people to come.
4. Hand around the list and let them pick three or four people to whom they will write a letter.
5. See sample letter from packet, but make it personal.
6. Mail with a brochure.
7. It is important to hand address and put the writer's return address on the envelope. They are not as likely to be ignored or tossed out if you do this.
8. Follow up with a phone call.
9. Have coffee and cookies or some sort of snack if you choose.

## Alternate way:

Follow the same procedure, but use cell phones.

It is important to follow up with one more contact unless they are angry about being contacted in the first place.

Also, please let your state membership contact know how many contacts were made and how many joined.