

2 **CHAPTER 12**
4 **MEMBERSHIP RECRUITMENT AND RETENTION; DUES; CONFIDENTIALITY**
6 **OF MEMBERS' AND PROSPECTIVE MEMBERS' INFORMATION.**
8 **PRESENTATION ABOUT KPR**

10 Section 1. Introduction

12 KPR consistently strives to build membership. Membership growth is important to our being a
14 strong voice for public retirees in the state. It is vital to our organization's mission and continued
16 success.

18 Section 2. Recruitment

20 Various means are employed for recruiting new members, including making personal contacts;
22 speaking at various organizational functions; attending any available venue where there is an
24 opportunity to interact with prospective retirees as well as current non-member retirees; and
26 sending standard prospect letters. In the interest of uniformity, all chapters should use the same
28 prospect letter (see exhibits appendix). These letters are updated necessary. Enclosed with the
30 prospect letters is a brochure that explains the primary mission of KPR, membership benefits,
32 and membership eligibility, and also includes an application which should be completed and
34 returned in accordance with the instructions on the form.

36 The methods proven most successful thus far are for current members to reach prospective
38 members via telephone, email, or personal contact. The membership application may be mailed
40 to the prospective member or the prospective member may receive instructions to join online by
42 going to the KPR website at: www.kentuckypublicretirees.org and submitting an online
44 application. With permission from the prospective new member, current members may also
46 assist with the application process by obtaining the membership information and completing the
membership application and mailing it to KPR's Business Office, P. O. Box 4082, Frankfort, KY
40604 or by also completing it online.

When prospective member listings are received, they are distributed to Chapter Presidents and
Local Chapter Membership Chairs, who, in turn, distribute the respective lists to members
residing in the respective counties. These members then personally contact the prospective
members, often soliciting other current members from that county to assist in this endeavor.
Contacts are made either by writing the prospective member a letter, an email contact, or
personal phone call.

The statewide prospect list contains the name of the agency, department, and the retirees' work
headquarters county. It is the responsibility of the membership chairs with the assistance of
other local chapter members to locate home addresses for the retirees. The State Membership
Chair will provide assistance as needed to the chapters. Those chapters who request assistance in
the letter preparation to prospective members shall reimburse the State Board for the cost of
supplies.

48 Local chapter presidents and/or membership chairs may obtain a supply of the KPR brochure
50 which contains the membership application from the Administrative Manager's Office. You can
52 contact that office by calling 502-437-9408 or you can send an email to:
kprmanager@gmail.com .

54 Welcome Letters - Each local chapter receives a monthly listing of all new members who join
56 their chapters. "Welcome" letters should be written to new members as soon as possible which
58 should include information regarding their local Chapter's meeting details and its activities.

60 As an additional recruiting tool, KPR affiliated with AMBA (Association Member Benefits
62 Advisors) for the purpose of providing our KPR members with product/service discounts and
64 various insurance plans that might be suitable for their individual needs. KPR member benefits
66 through AMBA are outlined in our membership brochure.

68 Section 3. Retaining Members

70 When Local Chapters receive non-renewal listings (one after the second dues notices are sent
72 and a second one at the Annual Meeting), the Local Membership Chair works with local chapter
74 members to encourage individuals to renew their memberships and reconciles any address
76 changes or death notifications with the Administrative Manager's office. The State Membership
78 Chair handles this duty for members at-large.

80 Section 4. Membership Dues

- 82 - - Annual dues for membership in KPR, which are set and approved by the State Board,
84 shall be fifteen dollars (\$15.00), due and payable January 31. Multiple year payments
86 may also be made.
- 88 - - Dues payments may be waived for the balance of the calendar year in which the first-
time applicant joins KPR.
- 90 - - Periodically, the State Board shall designate the amount of the annual dues paid by the
members of approved Local Chapters to be returned to the respective chapters. The
current rate is \$4.00.

92 Section 5. Confidentiality of Membership Information

94 Any and all information about KPR members and prospective members, in whatever form, is
96 confidential. It shall not be released to anyone except the Administrative Manager, AMBA
98 through the Administrative Manager, and those KPR members whose duties involve membership
activities and shall never be used for a member's personal use. Any KPR member may opt out of
having their information given out to any third party by request to the Administrative Manager.

100 Section 6. Presentation about KPR

102 A. Introduction

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Representatives of Kentucky Public Retirees may be permitted to speak at various venues to inform prospective members about KPR and to recruit members. Usually, volunteers are solicited from among KPR Board members to attend and represent KPR. KPR representatives should take membership applications, extra copies of *The Kernel* (newsletter), and be prepared to speak about KPR using the outline below as a guide.

B. Suggested KPR Presentation

The following outline is intended to serve as a guide to the individual(s) making a presentation on behalf of KPR.

I. Introduction

- A. Name
- B. Agency from which retired
- C. Date of retirement
- D. Thank the organization for allowing you to be on the Program.

II. Kentucky Public Retirees

- A. Organized in 1983 as "Kentucky Association of Public Annuitants" – later changed to "Kentucky Public Retirees."
- B. Number of current members and Local Chapters
 - 1. Identify location of chapters - have regular meetings, usually monthly
 - 2. At-large members are primarily those members who live out of state or those individuals who do not wish to be affiliated with a local chapter.
- C. Membership includes
 - 1. Retirees who are members of KERS, CERS, and SPRS
 - 2. Employees in those systems who are eligible to retire as specified in the bylaws.
- D. Officers and Committee Chairs
 - Serve without compensation – only reimbursed for travel and expenses for supplies
- E. Annual Dues - \$15.00
 - 1) Receive newsletter - *The Kernel*
 - 2) Receive important notices through the Email Bulletin System
 - 3) Some chapters sponsor outings such as picnics
- F. Purpose
 - 1. Promote the welfare of state, county, and state police retirees.

- 136 2. Work with Kentucky Retirement Systems' staff, employee groups, state
government officials, and legislators to protect and reasonably enhance our
138 retirement system and the benefits for which we have worked and now enjoy.
a) Initiate and support legislation that is favorable to retirees; i.e., KPR
140 successful in getting a COLA passed during 1996 Regular Session of
the General Assembly.
b) Oppose legislation and any other efforts that would adversely affect our
142 retirement systems and retiree benefits. A major problem is the
funding of our retirement systems by the legislature.

144 G. How to Join

- 146 1. Pick up brochure (where located), which contains a membership application.
148 2. Mail application to the address appearing on the application.
3. Join online by going to the KPR website at: www.kentuckypublicretirees.org and
150 clicking on the membership application tab. The current membership dues are
waived for the balance of the calendar year in which the retiree joins.

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III. Closing

- 154 A. We are very concerned about the under-funding of our retirement systems and are
very closely monitoring the actions by the General Assembly.
156 B. KPR needs to grow and band together to form a united and powerful voice that
cannot be ignored.
158 C. KPR is the only statewide organization that looks out for the interests of state and
local retirees. We encourage you to join and "help us help you."
160 D. Questions?
E. Thank you for your attention.

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