



RPEA

Quick and Easy Guide for Recruitment

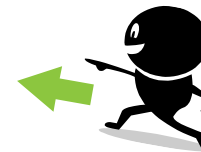
Effective recruitment is critical to the sustainability of RPEA. We are relying on you to do your part in this endeavor; therefore the following steps have been created to assist you in your recruiting efforts.

If you already have a mailing list provided by Headquarters, please follow the following steps

Step 1 Organize your list by Public Agency:

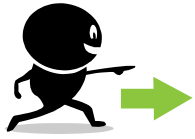
(Prioritize by number of CalPERS members within the agency)

Type
City
Towns
County
Zip code



Step 2 Match your mailing labels to your list.

If you are missing labels or need supplies, contact Headquarters



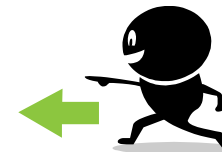
Step 3 Minimum items to be included with a recruitment mailer.

Cover letter

- The letter should include a short introduction and a bit of information about yourself, an explanation of what RPEA does and why it is an Association worth joining.
- Make the message short, simple, and direct, communicating the need for a currently working Public Employee to join.
- Please include your business card.

Marketing Items

(Request from Headquarters)



- A copy of the Special Edition Newsletter
- The Affiliate Member recruitment letter for the currently employed employee titled, “A Membership Opportunity from the Retired Public Employees’ Association of California (RPEA).”
- A Copy of the benefits brochure for Prospective Members

Step 4 Site Visits

- If you have retired from one of the Public Agencies in your area, identify the department that you would need to visit.
- Review the list that was provided by Headquarters and identify specific persons to visit.
- Ask if you can leave a supply of the Special Edition Newsletter at the Human Resources Department
- Ask if the Agency conducts exit interviews. If they do, ask if you could participate in order to make a presentation about RPEA. This is your opportunity to connect with potential members who are retiring.

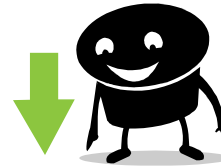


Step 5 Identify populations that are in direct or indirect contact with you

- Your past co-workers
- Your friends, families and relatives
- Alumni
- People in your neighborhood

- Previous Union Affiliation
- City Hall (information desk)
- County Facilities (information desk)

Step 6 Documentation



Create a list of the “who, what, and where, and when”

- Who did you send a recruitment package to?
- What was their response?
- When was the package sent?
- When should you follow up?
- Did they receive the recruitment package?
- Who did you make a site visit to?
- The name and position of the person you spoke to
- Their response
- When you should follow up

- Who did you have a conversation with regarding recruitment?
 - Friends - their response
 - Past co-workers – their response
 - Past Union Officers – their response

Step 7 Communication

Please send a report to Headquarters as you progress through the recruitment process

Good Luck!

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2/18/13/rev.2/21/13.t/rev2/25/13rev./2/26/13