MEGA RECRUITMENT DRIVE REFERRAL TIP SHEET

Why your referrals matter

Most new members join because they heard about Federal Retirees from a friend, colleague or peer. A personal recommendation can make a difference by helping more people discover who we are and what we do.

When you mention the association to someone, it doesn't have to be a sales pitch. It's simply about sharing what we do and why being part of it matters to you.

Who to refer

You may know more people who are eligible to join than you think. Membership is open to:

- Federal employees and federally appointed judges. Joining early is an investment in the future. (You don't need to be retired to join!)
- Retirees from the public service, RCMP or Canadian Armed Forces, including honourably discharged non-pensioned veterans.
- Spouses and survivors. Partners can join for just $1.47 more per month.

That means former coworkers, friends or community members may already be eligible – they just need to know about us.

How to refer

1. Visit **federalretirees.ca/mrd** to use the online form.
2. Ask your referral to list your name and membership number when they join.
3. Call member services at 1-844-598-9498.

Always confirm with the person you're referring before submitting their contact information to Federal Retirees.

1-855-304-4700 | service@federalretirees.ca
federalretirees.ca

National Association of Federal Retirees
Association nationale des retraités fédéraux

What to talk about

Choose what resonates most when sharing your story:

- Advocacy: Taking action for retirement income security, positive and healthy aging, reliable health care, veteran well-being and fairness for federal retirees.
- Community: 170,000 members, 74 branches, peer connections, pre-retirement courses, webinars and *Sage* magazine.
- Savings: Exclusive discounts on travel, insurance, tours, eyewear and more, with trusted partners.

A short post can help spread the word. Customize it by adding your own reason for joining, and don't forget the hashtag #WhyIJoined.

Resources to help you

Download our resources for insights, ideas and templates you can use to connect with your network:

- MRD shareable poster (PDF)
- Email and social media templates (Word)
- Shareable social media image (PNG)
- Email signature (PNG)

Parting thought

Every new member helps grow our community and strengthen our collective voice on the issues that matter to federal retirees. Thank you for being part of it.