

RTO/ERO—ATTRACTING ASSOCIATE MEMBERS

1. Prepare a flyer that is specifically directed to potential Associate members that thoroughly explains who can join RTO/ERO. Add a note to the top of the flyer either on the same page or as an addition stapled to the flyer that indicates to whom the flyer should be directed, e.g. "Principals/Site Administrators/Office Administrators: Please share with ALL staff. Full membership is open to retiring educators. Associate membership has been expanded to include Educational Support staff, Private School educators and instructors at Universities and Colleges."

Use the definitions as found in the RTO/ERO Constitution with the full explanations of Associate and Full membership but place the Associate categories at the top of the notice.

Send to all local Boards of Education through Board bulk mail (with permission/approval). Clarify when sending to the schools in the local Boards that you wish the information to be sent to all sites including maintenance shops/offices. Include multiple copies to Secondary Schools and Board of Education offices so that all bulletin boards may have the information posted.

2. Contact the Human Resources Department of the colleges, universities and private schools in the area. Using the name of that contact person in all subsequent mailings/calls is invaluable. Contact the President or Headmaster by mail or email. Send copies of the RTO/ERO enrolment kit(s), an introductory letter, a copy of the latest District newsletter and a copy of the latest District Program/Directory to each of the President/Headmaster and Human Resources Department official. Include several copies of the Associate Member flyer in each package.
3. Provide to each of the contacted school boards, universities, colleges and private schools a small 8 ½" x 3" RTO/ERO laminated banner(s) for posting of the flyers in the school lounges, school offices and Human Resources offices.
4. Send invitations to the District Luncheons to the Presidents and Headmasters of the colleges, universities and private schools. When responses are received respond personally. Offer the date of the next luncheon as an alternative, if unavailable.
5. Make personal contact with the CUPE President. Provide the RTO/ERO laminated banner for posting information at the CUPE office. Deliver flyers personally and/or by Board bulk mail. Provide enrolments kits, District newsletters and District information. Make a follow-up visit.
6. Provide RTO/ERO Retirement Planning Workshop flyers to the Human Resources Departments of local colleges, universities and private schools with copies to

Headmasters and/or Presidents.

7. Choose one specific District newsletter to explain the new Associate Membership categories i.e. March. Share that edition with the local schools so that it may be read in the staffroom by all staff.