

RTO/ERO District Recruitment Plan Collation

ACTIVITY	ACTION	RESPONSIBILITY	TIME LINES
➤ Info packages	➤ Deliver envelopes personally and talk about joining RTO/ERO	➤ Recruitment chair ➤ President	➤ On-going from December to June ➤ August
	➤ Distribute letters to Affiliate President for disbursement		
	➤ Send to them at their school prior to retirement		
	➤ Include a District Newsletter		
	➤ Develop a local recruitment brochure		
➤ Invitations to new retirees to attend "No Bell" breakfast	➤ Mail	➤ Recruitment chair	➤ August
	➤ Follow-up phone calls		
	➤ Post on local website		
	➤ Make it complimentary to new retirees		
	➤ Make contact with those who responded but did not join after		

ACTIVITY	ACTION	RESPONSIBILITY	TIME LINES
	the breakfast		
➤ Invitations to new retirees to attend “No Bell” breakfast (cont’d)	➤ Wait 3 months and re-establish contact with those who did not join RTO/ERO	➤ Recruitment chair	➤ August
➤ Champagne/ Continental Breakfast	➤ For new retirees only	➤ Recruitment chair	➤ Fall
➤ Fall Luncheon	➤ Offer it complimentary	➤ Membership chair	
	➤ Have goodie bags	➤ Social Committee	
➤ Welcome Retirement Dinner	➤ Invitation by mail for retiree & guest	➤ Membership chair	➤ September
	➤ Complimentary	➤ Social Committee	
	➤ Corsage/boutonnière		
	➤ Door prizes		
➤ Host new retiree social		➤ Membership Committee	➤ May
➤ Open House	➤ For all new members		➤ September
➤ Get acquainted dinner	➤ Market RTO/ERO	➤ Membership Committee	➤ June
➤ Golf Tournament &	➤ Telephone calls	➤ Executive & Activity	➤ September

ACTIVITY	ACTION	RESPONSIBILITY	TIME LINES
Steak BBQ		Committee	
➤ Attend Affiliate Retirement Dinner	<ul style="list-style-type: none"> ➤ Have display board ➤ Distribute “Happy Retirement Card” 	➤ Membership chair	➤ Spring
➤ Wine & Cheese		➤ Recruitment & Membership Committee	➤ April
➤ Networking	<ul style="list-style-type: none"> ➤ Liaise with school boards to get new names ➤ Contact schools ➤ Provide District business cards to Executive ➤ Liaise with Affiliates ➤ Develop and maintain a master list of retirees ➤ Track those who have retired and not joined ➤ Affiliate newsletter ➤ Promote retiree choir for Retirement Receptions 	<ul style="list-style-type: none"> ➤ Recruitment chair ➤ Membership chair 	➤ December & June

ACTIVITY	ACTION	RESPONSIBILITY	TIME LINES
<ul style="list-style-type: none"> ➤ Liaise with Affiliates/Unions 	<ul style="list-style-type: none"> ➤ Host displays at senior events ➤ Visit the president at his/her office ➤ Invite president and/or executives to RTO/ERO luncheons ➤ Recruit District members with similar Affiliate experiences ➤ Use affiliate building to hold RTO/ERO meetings ➤ Promote RTO/ERO at local board/Affiliate PD days 	<ul style="list-style-type: none"> ➤ President/Executive member 	<ul style="list-style-type: none"> ➤ Spring/ Fall
<ul style="list-style-type: none"> ➤ Liaise with individual schools to put up RTO/ERO posters 	<ul style="list-style-type: none"> ➤ RTO/ERO members visit schools ➤ Appoint a board contact who will provide materials to board courier ➤ Distribute local RTO/ERO newsletter ➤ Take coffee & donuts to school 	<ul style="list-style-type: none"> ➤ Executive 	<ul style="list-style-type: none"> ➤ September
<ul style="list-style-type: none"> ➤ Newsletters & Websites 	<ul style="list-style-type: none"> ➤ Welcome new members by name 	<ul style="list-style-type: none"> ➤ Recruitment/ Membership chair 	<ul style="list-style-type: none"> ➤ Monthly
<ul style="list-style-type: none"> ➤ Coming of Age Party 	<ul style="list-style-type: none"> ➤ Through ads and phone calls, recruit those nearing 65 in order 		

ACTIVITY	ACTION	RESPONSIBILITY	TIME LINES
	to offer our health plan as an option		
➤ Fall General Meeting	<ul style="list-style-type: none"> ➤ Invite to meeting ➤ Advertise in newspaper, website, community channel ➤ Affiliate newsletters ➤ Have a display board 	<ul style="list-style-type: none"> ➤ President/Executive ➤ Social Committee 	➤ Fall
➤ Wellness Day	<ul style="list-style-type: none"> ➤ Arrange speakers ➤ Offer workshops ➤ Display booths 	➤ Executive	
➤ Incentives	<ul style="list-style-type: none"> ➤ Complimentary meal for retiree ➤ Complimentary meal for bringing in a new retiree ➤ Goodie bags 		
➤ Recruitment of Associate Members	➤ Establish contacts with colleges, universities, private schools and school support staff	<ul style="list-style-type: none"> ➤ President ➤ Recruitment chair ➤ Membership chair 	➤ Summer & Fall

ACTIVITY	ACTION	RESPONSIBILITY	TIME LINES
<ul style="list-style-type: none"> ➤ District Meetings ➤ District Meetings (cont'd) 	<ul style="list-style-type: none"> ➤ Welcome new members ➤ Mention those new members not present ➤ Anniversary party ➤ Have local members show or demonstrate their crafts ➤ Bring enrolment kits to all RTO/ERO activities ➤ Add the names of new retirees to the call lists for District ➤ Volunteer recognition 	<ul style="list-style-type: none"> ➤ President & Executive ➤ President & Executive 	
<ul style="list-style-type: none"> ➤ Welcoming new members 	<ul style="list-style-type: none"> ➤ Send new members a personal note of welcome 	<ul style="list-style-type: none"> ➤ Membership chair 	
<ul style="list-style-type: none"> ➤ Project Service to Others 	<ul style="list-style-type: none"> ➤ Choose agency where retired teachers work with active teachers 		
<ul style="list-style-type: none"> ➤ Media 	<ul style="list-style-type: none"> ➤ Highlight RTO/ERO activities in local newspapers and community cable channels ➤ Utilize community forums such 	<ul style="list-style-type: none"> ➤ Executive 	

ACTIVITY	ACTION	RESPONSIBILITY	TIME LINES
<ul style="list-style-type: none"> ➤ Media (cont'd) 	<p>as letters to the editor, local senior groups</p> <ul style="list-style-type: none"> ➤ Invite local newspapers to cover RTO/ERO activities ➤ Submit articles and photos to local media ➤ Volunteer recognition 	<ul style="list-style-type: none"> ➤ Executive 	
<ul style="list-style-type: none"> ➤ Retirement Planning Workshop 	<p>Workshop Content</p> <ul style="list-style-type: none"> ➤ RTO/ERO CD ➤ Power point presentations ➤ Mechanics of Retirement ➤ Financial implications ➤ Health care ➤ Challenges of retirement ➤ Conduct workshop as outlined in RPW Manual <p>Workshop Strategies</p> <ul style="list-style-type: none"> ➤ Promote workshop in each school 	<ul style="list-style-type: none"> ➤ Planning by RPW committee ➤ Presentation by RPW committee, Provincial Office and Johnson 	<ul style="list-style-type: none"> ➤ Time lines are on-going throughout the year as the workshops are scheduled in collaboration with Districts and Provincial Office

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<ul style="list-style-type: none"> ➤ Retirement Planning Workshop (cont'd) 	<ul style="list-style-type: none"> ➤ Personal contact by area reps to flush out retired teachers of the past <p>Workshop Strategies (cont'd)</p> <ul style="list-style-type: none"> ➤ Advertise to staff & support staff in private schools, universities & colleges ➤ Include principals, superintendents, Directors of Education ➤ Host complimentary refreshments 	<ul style="list-style-type: none"> ➤ Planning by RPW committee ➤ Presentation by RPW committee, Provincial Office and Johnson 	<ul style="list-style-type: none"> ➤ Time lines are on-going throughout the year as the workshops are scheduled in collaboration with Districts and Provincial Office
<ul style="list-style-type: none"> ➤ Affiliate RPWs 	<ul style="list-style-type: none"> ➤ Work with local teachers' groups to be included in their retirement workshops so that RTO/ERO materials may be distributed to retiring teachers 		