

Winnipeg & District Branch  
National Association of Federal Retirees

COMMUNICATIONS PLAN

For

2014-2015

The overall mission of our Association is to “Promote the interests and protect the benefits of federal pensioners now and in the future.” This is done through advocacy efforts and the association has targeted four advocacy priorities: Pension defence, health care reform, support for veterans, and seniors advocacy (home care and long term care)

The main role of a branch is to keep members informed, provide assistance to members, and to ensure there is a link between the individual members and the National Association. We also see that we have a role in advocating in support of the four advocacy priorities.

The Winnipeg & District Branch (the Branch) covers a large geographical area with the majority of its members resident in the City of Winnipeg. One of the challenges is to identify ways and means of communicating to all of our members with current information of the various activities that the Branch and national office is involved in, particularly as it relates to advocacy efforts.

The Branch currently has a membership of 6000+ members but with the number of federal departments and a large military base operating within the branch boundaries there is a potential for the recruitment of several hundred more retirees.

The demographics of the branch range from the newly retired and technically savvy members to the older generation and not so attuned to information technology.

The Branch has a responsibility for the recruitment and retention of volunteers. Expectations of volunteers have changed resulting in the need to apply more flexible means to engage them in Branch activities. This Branch has regularly acknowledged the contribution of volunteer’s efforts and will continue to do so.

COMMUNICATION OBJECTIVES:

1. To reach out to members who live in areas outside of Winnipeg and those still employed who do not attend the general meetings held in Winnipeg.
2. To increase the profile of the Association in the community.
3. To increase membership of the Branch.
4. To establish different communication mechanisms that will satisfy the needs of all Branch members.
5. To have appropriate messaging that clearly describes various volunteer opportunities.

### TACTICS TO ACHIEVE COMMUNICATION OBJECTIVES:

1. Plan a yearly outreach information session for members in outlying areas from Winnipeg. To consider the efficacy of offering an evening meeting for those employed members.
2. Participate in elders and seniors events in the community. Have representation at Remembrance Day services. Inserts in local paper on Remembrance Day.
3. Participate as presenters at pre retirement seminars organized by the Canada School of Public Service, Department of National Defense, government departments.
4. Ensure members have access to the branch through postal address, e-mail address and telephone. Publish a series of print and online newsletter articles. Make use of website and member e-mail addresses in order to disseminate information, announce upcoming events, and advertise volunteer opportunities.
5. Have clearly defined descriptions of volunteer positions and opportunities.

### RESOURCES

- Need to secure adequate meeting facilities and budget appropriately.
- Volunteer members to staff the various booths and budget appropriately. Proper signage, handout materials, furniture. Member volunteers to attend special events such as Remembrance Day Service. Budget for newspaper inserts where it is not offered gratis.
- Volunteer member to make presentations. Handout materials. Budget for cost of printing
- Volunteer members to provide up to date information at member meetings both verbally and with written material. Volunteers to prepare branch newsletter on a quarterly basis.
- Knowledgeable member who has expertise in the writing of appropriate job descriptions.

In order to achieve these objectives we need to gain active support from the elected board of directors and members at large. To do this they must be provided with adequate tools and training and recognition for their contributions.

We need to ensure adequate funding for the proposed activities.