



TRTA

TEXAS RETIRED TEACHERS ASSOCIATION

“I want to build something that outlives me!”

ABSTRACT

We envision a future TRTA organization that creates membership experiences and enhances the lifestyle of its members.

EXECUTIVE SUMMARY

KEY DISCUSSION POINTS

- ★ Why have a Dues Increase?
- ★ What Marketing/PR issues exist?
- ★ ‘What’s in it for ME?’
- ★ How will the Dues Increase be Explained?

VISION STATEMENT

Ensuring TRTA has the resources to enhance member experiences, expand outreach, and strengthen advocacy.

RATIONALE

Therefore, we must invest in consulting relationships that sharpen our legislative strategy, expand our marketing and advertising reach, and strengthen organizational leadership across TRTA's Districts and Chapters.

RATIONALE

TRTA can use reserves to support these initiatives today, and that allows us to take bold steps now for our organization and future.

RATIONALE

But true strength requires more than temporary support – it requires an organization with the resources to grow, innovate, and lead.

RATIONALE

These partnerships build a more powerful TRTA behind the scenes and deliver direct benefits to our members by protecting member retirement benefits, amplifying our voice, and enriching the member experience.

RATIONALE

Therefore, a dues increase isn't just about replenishing funds – it's about fueling a TRTA that is unstoppable, fully resourced, and committed to delivering the advocacy, value, and community its members deserve.

VISION~CASTING

SUSTAINABILITY



COSTS

TRTA
TEXAS RETIRED TEACHERS ASSOCIATION

MEMBERSHIP
EXPERIENCE

VISION~CASTING

Marketing

Expand Digital & Print Efforts



Technology

Upgrade Payment Options

Website

Podcasts/Webinars



Advocacy

State & National Expansion

Hire Staff

SUSTAINABILITY

Outreach Expansion



12 – 13 years since last dues
increase



Limiting ability to operate
effectively into the future

COSTS

Inflation



Doing Things
Differently Costs



More Members
=
Higher Servicing
Costs

MEMBERSHIP EXPERIENCE

Welcome Kits



Personalized
Communication



Member~Focused
Podcasts



Interactive Digital
Content



CONTINUE

RECOMMENDATIONS

- ✦ Allocate money from Reserves to Engage a Marketing Firm.
- ✦ Investigate Marketing Companies and Costs.



CONTINUE

RECOMMENDATIONS

- ✦ Develop Member Experience Opportunities.
- ✦ Expand Technology & Security.
- ✦ Hire Additional Staff.
- ✦ Prepare Presentations for HOD that Track Progress on Initiatives.
- ✦ Survey Chapters on Chapter Use of Funds.

RECOMMENDATIONS

★ Raise dues to \$50 (a \$15 increase).

\$35

Current Dues

+

\$15

Increase

=

\$50

After Increase

Effective **July 1, 2027** for 2027-2028 Membership Year

CONTINUE

EXECUTIVE SUMMARY

CONCLUSIONS

- ✦ Propose a Dues Increase by \$15.
- ✦ Investigate Marketing Companies and Costs.
- ✦ Allocate money from Reserves to Engage a Marketing Firm.
- ✦ Survey Chapters on Chapter Use of Funds.

Together, with your support,



TRTA

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WE can bring this vision to life.