



**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

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

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).

$$\begin{array}{r} \$35 \\ + \$15 \\ \hline \$50 \end{array}$$

Current Dues

Increase

After Increase

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

**CONTINUE** 

# EXECUTIVE SUMMARY

## CONCLUSIONS

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

Together, with your support,



**TRTA**

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WE can bring this vision to life.