

JOIN LRТА!

Jennifer Tran, Louisiana Retired Teachers Association

Red Stick Awards Entry: Join LRТА!

6D: Audio/Visual



The Louisiana Retired Teachers Association (LRTA) is a nonprofit membership association dedicated to advocating on behalf of the retired educator community in Louisiana. Every January, LRTA conducts a “membership appeal” to encourage existing members to renew their dues. LRTA uses printed letters with a membership form attached as the primary collateral for the appeal (A1).

SWOT ANALYSIS:

Strengths- LRTA consistently mails an appeal to members each year. Current members expect to receive this appeal as a reminder to pay dues. Plus, LRTA has a membership base of over 20,000 retired teachers. Active members can provide positive Word of Mouth about LRTA.

Weaknesses- LRTA has a four-person staff. This contributes to the limited resources the association has. LRTA also does not have a budget for extensive marketing and advertising.

Opportunities- LRTA’s Facebook page and email list continues to grow in reach to the membership. In 2019, LRTA started producing video updates in-house. Videos received 1,144 views altogether on YouTube in 2019 (A2). Facebook posts with videos also received more engagement on average than LRTA’s typical Facebook post.

Threats- Members may choose not to renew if they do not see the value of the membership. Some active educator associations also have retirement status membership. Those members may not see the need to join additional organizations.

Because of the growing response to video, in August 2019 I decided to research incorporating videos in the next membership appeal. I did not have enough time (due to other ongoing projects) or a budget to perform further primary research, so I relied heavily on social media analytics and secondary research.

SECONDARY AND INFORMAL RESEARCH:

First, I needed to understand the demographics of our target audience, current members, to further verify video was an appropriate medium. Typically, our members are around age 55 or older and have at least a bachelor’s degree. Despite being retired, many members are actively involved in community activities.

Although secondary research indicated that our target audience prefers reading content, they are gaining interest in videos (A3). Plus, more consumers are engaged when watching videos. Including a video with written content, such as embedded in an email, may be appealing to our members.

Once I confirmed video as an appropriate medium, I needed to determine how to tie videos into the membership appeal. A blog post from a public relations consultant reiterates consumers value the opinion of someone who has used the product or service (A3). Retirees may greatly value the testimony of a fellow retired teacher or former colleague. So, I studied testimonials from other membership organizations, like the National Apartment Association (NAA) and the Texas Retired Teachers Association (TRTA). I liked the format of the videos, which used light background music with different angles to provide visual interest. In addition, I thought the videos articulately told member stories in a short time frame.

PROPOSAL:

After further discussion, my Executive Director approved the proposal to produce member testimonial videos in-house to accompany the 2020 membership appeal.

The goal of the annual appeal is to remind members to renew dues for the membership year. For this project, our key public was current LRTA members. These members are already aware of LRTA and its benefits; our purpose is to remind them to renew dues in a timely manner.

In order to achieve this goal, my outcome objective was to encourage at least 100 current LRTA members to renew dues online between January 1 and February 29, 2020. The printed appeal letter, which includes language on renewing dues online, would mail on January 1.

Secondary and informal research indicated video testimonials could serve as an effective communication strategy to achieve this objective. This strategy would involve enlisting support from active members to provide testimonials to create videos.

Tactics included publishing three videos and sending three emails with embedded videos to our “Email Club” of LRTA members. Three Facebook posts would also include the videos or links to the videos. I decided to use our email list and Facebook page because of the reach each channel has to our key public with no associated cost.

We asked the President and First Vice-President of LRTA and an active member for interviews. We wanted to feature members who were involved in leadership roles with LRTA and members who actively participate in our activities.

IMPLEMENTATION

PRODUCTION:

After I completed my research and planning, filming began in late August and wrapped in October 2019. The members featured in the videos volunteered their time for the project (I did not have the budget to reimburse members). Therefore, filming had to accommodate their schedules. I interviewed two members at our state office in August because they were already there for a separate matter. For one member, the best time to film was during a break in our 2019 Fall Meeting in October. Members responded to a series of questions on camera including:

- Why did you join LRTA?
- What can others expect from LRTA?
- Why should others join LRTA?

I filmed members with my iPhone and edited footage with DaVinci Resolve, a free video editing software. Editing took place in December 2019. I wanted members to focus on the members' stories of why they joined LRTA. Research suggested narrative-style testimonials are more effective. So, I removed footage of me asking members questions off camera in the final videos.

The overarching theme for the videos was "Join LRTA." I wanted members to remember the reasons why they originally joined LRTA, especially if they were on the fence about renewing.

Early August 2019

Research for project conducted.

Project approved

Late August 2019

Filming begins

October 2019

Filming ends

November 2019

Editing ends

December 2019

Editing ends

ACTION:

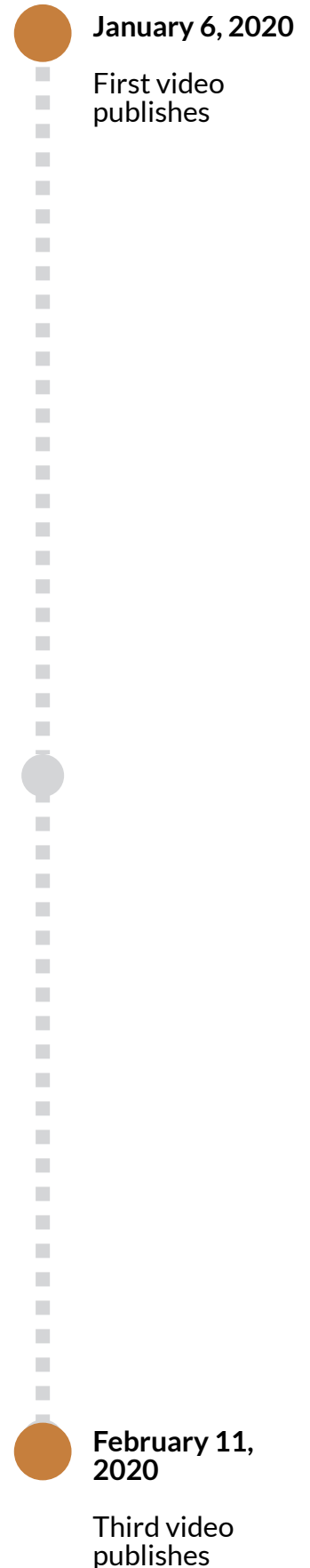
The first video was published to the LRTA YouTube channel on January 6, 2020 (A4). We then distributed the videos through our popular communication channels, our Facebook page and our “Email Club.” Altogether, three emails with links to the videos were sent to about 13,700 of our “Email Club” members, which included LRTA members needing to renew between January 6 and February 11 (A5). Videos were embedded in the emails, but emails also included a direct link to the video and a link to renew dues through the LRTA website (A6). Facebook posts also included links to the videos and online renewal forms and were posted the same day emails were sent. Posting videos on Facebook would capture any members who were not in the “Email Club.” Since our objective was to encourage members to renew dues, I only included the link to renew as an active member, though other membership options are available. The remaining videos were published on January 21 and February 11.

BUDGET:

The estimated cost for equipment used (tripod) is \$25. I filmed and edited the videos. The total budget for LRTA did not include funds to hire an outside firm for the videos.

PROJECT TIMELINE:

Research and planning for the project began in early August 2019, with filming and editing for the videos taking place between late August and December 2019. The first video was published on January 6, 2020 after members received the printed appeal around January 1. Videos were published within 2-3 weeks apart to give members ample opportunity between videos to renew dues. Evaluation of the results occurred in March 2020..



RESULTS:

The videos received over 360 views on YouTube altogether (A7). On Facebook, the videos received 470 views combined (A8). The emails received, on average, a 25 percent open rate and a 6 percent click-through rate, with the link to the video receiving the most clicks. The link to renew dues received the second most amount of clicks. The day the first video published, about 18 people used PayPal to pay their dues. Altogether, about 145 members renewed their dues online between January 1 and February 29, 2020.

LOOKING FORWARD:

In the future, I would segment our email list to target members who need to renew dues. Several of our members who do not need to renew dues (such as our auto-deduct and life members) were confused when they received the renewal emails. I would also resend the email, perhaps with a different video, as a reminder to members who did not open the first email. While I did not have the time or budget to perform primary research for this project, I would prefer to coordinate a focus group or survey for future testimonial videos. I could use the results from this research to further develop messages and questions to ask members for future testimonial videos.

The member testimonial videos were positively received and helped us to achieve our goal for the 2020 membership appeal. This project demonstrated how video can become a regular, effective element in future membership appeals.

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Teachers Association

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Supporting Documents



APPENDIX 1: 2020 MEMBERSHIP APPEAL LETTER



**LOUISIANA RETIRED
TEACHERS ASSOCIATION**

“STRIVING TO MAKE RETIREMENT YEARS GREAT!”

January, 2020

The Louisiana Retired Teachers Association (LRTA) was incorporated in 1956, and continues to be the voice of the retired education community, representing its interests by monitoring, protecting and improving the benefits needed to secure dignity, independence and overall quality of life. Today, LRTA is the only membership organization in Louisiana devoted solely to meeting the needs of the retired education community. In order to achieve its mission to continue to grow in strength and effectiveness, **LRTA needs you as an ongoing and supportive member of the association.** Please give due consideration and act to protect your present and future interests in the areas of retirement benefits and health insurance. Be included in the number that will make LRTA a bigger, better, stronger association. **Dues are minimal at \$30 per year.** Your active membership will help support efforts of LRTA and its representatives in keeping you and all retired educators, administrators, and other retired education personnel informed about issues that personally affect you.

All LRTA members receive four informative newsletters throughout the year. State, district, and local association members also receive supplemental information to share with their members. In 2007, the association contracted with Association Member Benefits Advisors to provide additional insurance options and other products to the LRTA membership. The LRTA staff maintains a web site members can check to learn about the latest developments on all services provided by the association. The web site address is www.lrta.net. You can also find us on Facebook at www.facebook.com/lrta1.

LRTA representatives work diligently to support legislation beneficial to the retired education community, and to oppose legislation that will adversely affect retirees. LRTA officers and staff represent your interests here in Louisiana and also in Washington, D.C. These efforts are guided by an annual priority listing of issues developed by the association's legislative committee, and approved by the executive board. Many of our state legislators want to reform the Teachers' Retirement System of LA, changing the current Defined Benefit Plan to a Defined Contribution Plan. This could result in reduced or lost benefits for retirees statewide. This is just one reason why it is important that LRTA maintain a strong membership base and an active voice. Membership in LRTA supports the strong voice that actively advocates for the preservation of your well-earned retirement benefit. **LRTA dues are \$30 annually.**

LRTA is an association of dedicated members. Through the years, the members have worked together to create a strong, viable, and professional organization. LRTA looks forward to carrying this legacy far into the future. Please complete the membership form below to become a member for 2020. You may choose to become a "Continuous Member" by checking the space provided on the form. By doing so, your dues will be deducted from your retirement benefit issued on April 1 of each year. Remember, this is a \$30.00 investment that will support an organization working to protect your interests. A postage paid envelope is enclosed for your convenience. Return your membership form today! Or, if you prefer, you can go online at www.lrta.net and use our new PayPal feature. Just look for the 'join now' link at the top of the home page.

Note: Your Social Security number helps the LRTA office staff identify your membership record. You may omit it if you prefer. The IRS does not recognize LRTA dues as a charitable contribution for federal income tax purposes.

-----cut here-----

**LRTA Membership Renewal/Application - LRTA, 9412 Common St., Suite 5, Baton Rouge, LA 70809
LRTA dues year is April 1 to March 31. Please indicate your dues payment method:**

_____ Annual Member Dues - \$30 enclosed _____ Life Member Dues - \$600 (\$300 age 80 and above)

_____ Continuous Member - \$30 - Dues Deduction Authorization – I hereby authorize LRTA to have my annual dues deducted by the Teachers Retirement System of Louisiana from my retirement benefit on April 1 of each year. I understand that I may cancel this authorization at any time by written request to LRTA.

*Name _____ **Social Security # _____

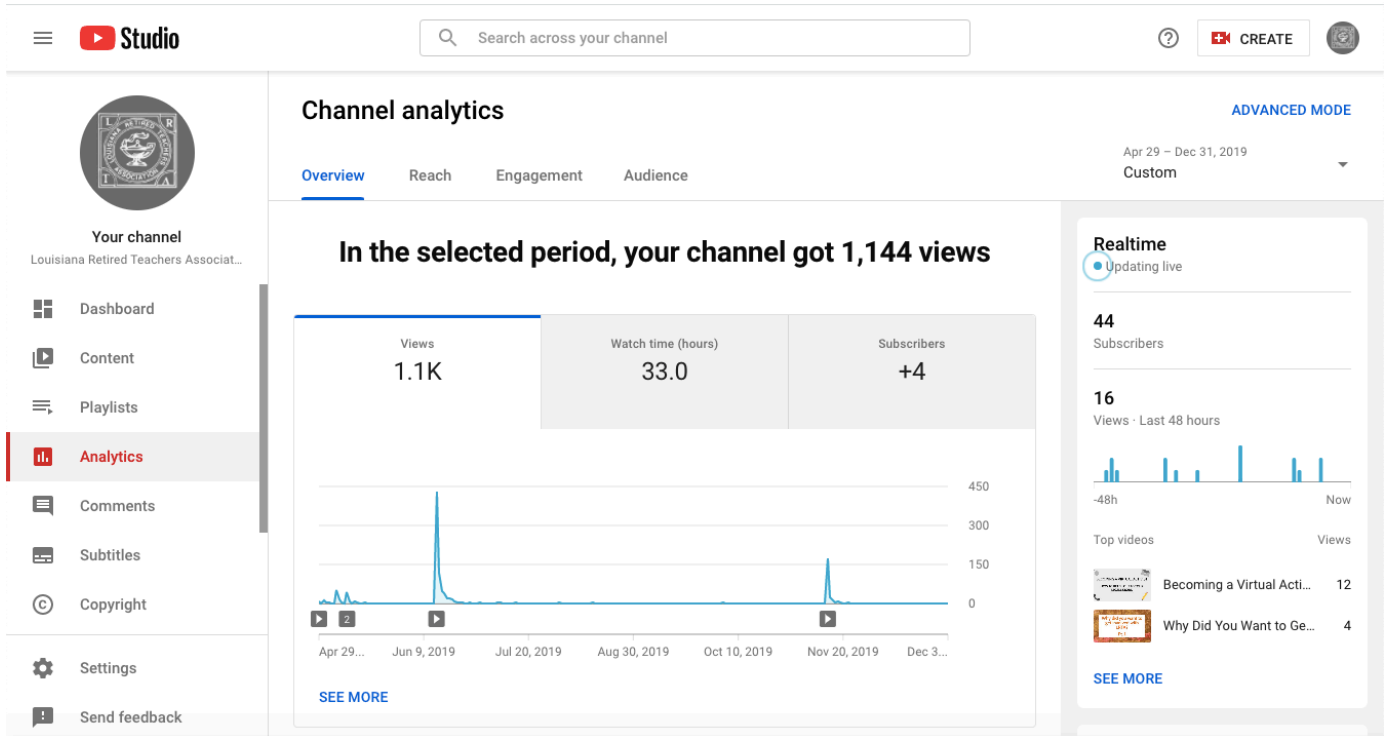
*Address _____ *City _____ *State _____ *Zip _____

Telephone () _____ Email _____

**Signature _____ **Date _____

(Signature required to authorize dues deduction) *Required information **Required only for dues deduction authorization

APPENDIX 2: 2019-2020 YOUTUBE ANALYTICS



APPENDIX 3: RESEARCH CITED

An, Mimi. (2018). Content trends: preferences emerge along generational fault lines. Retrieved from: <https://blog.hubspot.com/news-trends/content-trends-preferences#LINK2>

Hindes, A. (2013). 7 secrets to powerful customer testimonials. PRNewsOnline. Retrieved from: <https://www.prnewsonline.com/tap-into-customer-testimonials/>

Texas Retired Teachers Association. (2014, October 17). TRTF making a difference: angie lassiter YouTube. <https://www.youtube.com/watch?v=sqxHFRub1oE>

The National Apartment Association. (2015, June 30). The national apartment association: we lead the way home [Video]. YouTube. https://www.youtube.com/watch?v=WjU7pqdmyMk&feature=emb_logo

APPENDIX 4: MEMBERSHIP TESTIMONIAL VIDEOS



Nancy Testimonial: <https://youtu.be/fDSb1YZeeKc>

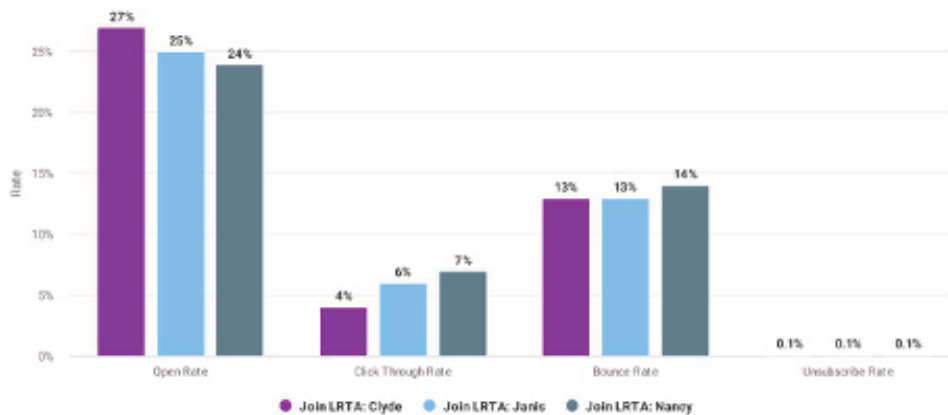


Janis Testimonial: <https://youtu.be/nB8Uo5kQrWQ>



Clyde Testimonial: <https://youtu.be/RM0vwBbJ20E>

APPENDIX 5: EMAILS AND CONSTANTCONTACT REPORT



Time Sent	Campaign Name	Sends	Opens	Clicks	Bounces	Unsubscribes
Tue, Feb 11, 2020, 9:25 AM	Campaign Thumbnail Join LRTA: Clyde	13,762	3,281 27%	140 4%	1,799 13%	5 0.1%
Tue, Jan 21, 2020, 11:02 AM	Campaign Thumbnail Join LRTA: Janis	13,781	3,057 25%	191 6%	1,725 12%	7 0.1%
Mon, Jan 6, 2020, 9:45 AM	Campaign Thumbnail Join LRTA: Nancy	13,610	2,850 24%	203 7%	1,887 14%	4 0.1%

LOUISIANA RETIRED TEACHERS ASSOCIATION "STARTING TO HAVE RETIREMENT YEARS GREAT"

Join LRTA Today

WHAT CAN YOU EXPECT FROM LRTA?
NANCY QUIGLEY

LRTA President Nancy Quigley shares what others can expect from LRTA and shares her experiences with the Association.

Having trouble viewing the video? Watch the video on our YouTube channel here: <https://youtu.be/IC9bTYZa6fc>

Ready to join or rejoin with LRTA? Click here!

Do you prefer to fill out a paper form? No worries! Click here to download the Membership Form.

Interested in dues auto-deduction? It's a great way to make sure your dues are always up to date! Click here to download the Dues Auto-Deduction Form.

Link to Join LRTA: Nancy
Email: <https://conta.cc/36veOJ4>

LOUISIANA RETIRED TEACHERS ASSOCIATION "STARTING TO HAVE RETIREMENT YEARS GREAT"

Why should you join?

WHY DID YOU DECIDE TO JOIN LRTA?
JANIS HERNANDEZ

Janis Hernandez joined LRTA to stay connected with former and fellow colleagues. She currently serves as LRTA First Vice President and Membership Chair.

Having trouble viewing the video? Watch the video on our YouTube channel here: <https://youtu.be/8B2u6kQWQ>

Ready to join or rejoin with LRTA? Click here!

Do you prefer to fill out a paper form? No worries! Click here to download the Membership Form.

Interested in dues auto-deduction? It's a great way to make sure your dues are always up to date! Click here to download the Dues Auto-Deduction Form.

Link to Join LRTA: Janis
Email: <https://conta.cc/2umHNW8>

LOUISIANA RETIRED TEACHERS ASSOCIATION "STARTING TO HAVE RETIREMENT YEARS GREAT"

If you're already a member of LRTA, thank you! Share this video with someone you think should join LRTA.

WHO SHOULD JOIN LRTA?
CLYDE HAMNER

Before LRTA member-at-large Clyde Hamner became a retired teacher, he served on the board for the Teachers' Retirement System of Louisiana (TRSLS). He realized how important it was for both active and retired teachers to stay abreast on retirement issues and get involved with LRTA.

Having trouble viewing the video? Watch the video on our YouTube channel here: <https://youtu.be/RMv6Bz20E>

Do you need to rejoin your dues? Or, are you ready to join? Click here!

Link to Join LRTA: Clyde
Email: <https://conta.cc/2HidmDG>

APPENDIX 6: LINK TO MEMBERSHIP FORM

Retired Teacher Membership Application/Renewal

Retired Teacher Membership Fee: \$30.00

Please fill out and submit the form below. You will be redirected to PayPal for dues payment upon submission. If you are not redirected to PayPal or experience an error message from PayPal, please use Google Chrome or Firefox web-browser to complete the form. If you require further assistance, please contact the state office at 325-927-8837 or info@lrta.net.

Name *

First Last

Address *

Street Address

Address Line 2

City State / Province / Region

Postal / Zip Code Country

Phone Number *

Email *

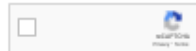
How would you like to receive the LRTA Newsletter? (Select one) *

- Email
- Print


Please check here if you were referred by an AMBA agent.

- I was referred by an AMBA agent.

Once you click submit, you will be redirected to PayPal to complete your payment information. If you have any problems, or questions, please call LRTA at 1-888-533-1992 or (251) 927-8837 during normal business hours.



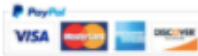
Submit

 [CLICK HERE TO DOWNLOAD THE MEMBERSHIP FORM](#)

OTHER MEMBERSHIP LEVELS AVAILABLE

[Active Educator](#)

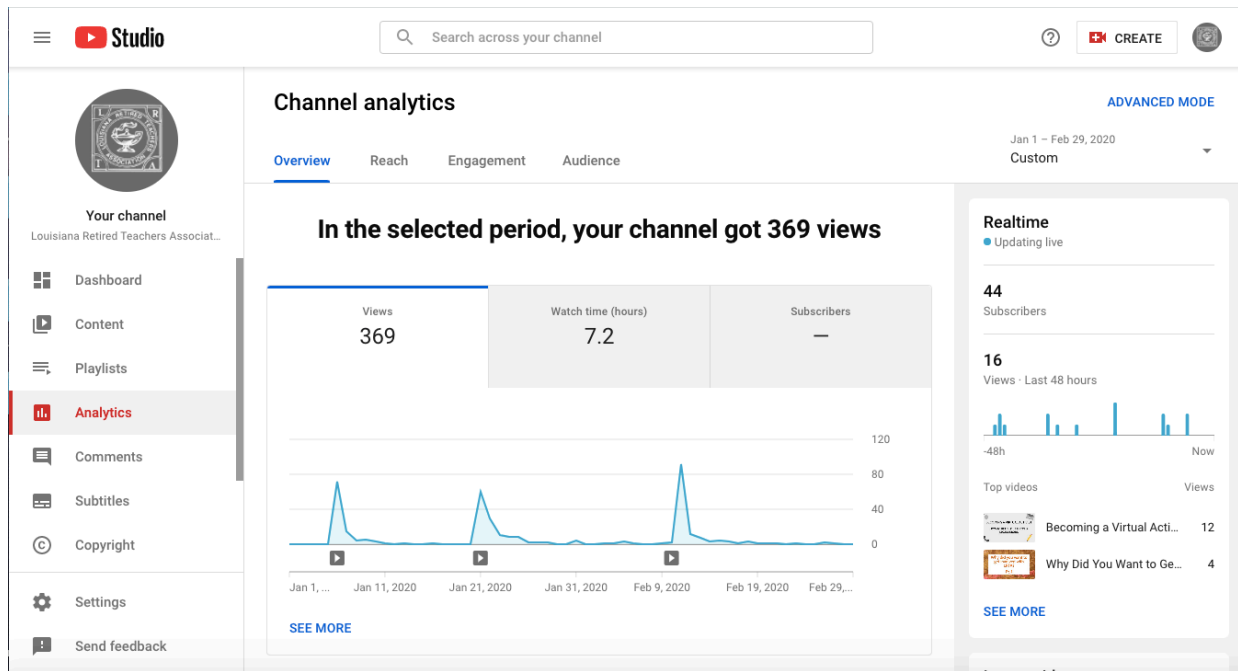
[Lifetime Member](#)



[CLICK HERE TO LEARN WHAT BENEFITS YOU GAIN ACCESS TO WHEN YOU JOIN!](#)

<https://lrta.net/membershipforms/retired-teacher-membership-application/>

APPENDIX 7: MEMBERSHIP VIDEOS' YOUTUBE ANALYTICS



APPENDIX 8: FACEBOOK POSTS DATA

Louisiana Retired Teachers Association (LRTA)
Published by Jennifer Tran · January 6, 2020

Join LRTA Today! Nancy Quigley, LRTA State President, shares what others can expect from LRTA and shares her experiences with LRTA.

Watch the video on our YouTube channel here: <https://www.youtube.com/watch?v=ID5b1YZeeKc>

Ready to join LRTA or renew your dues? Click here: <https://lrrta.net/membership>

WHAT CAN YOU EXPECT FROM LRTA?
NANCY QUIGLEY
Member Testimonial: Nancy Quigley
01:33

Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

449 People Reached 36 Engagements [Boost Post](#)

8 2 Comments 3 Shares

Performance for Your Post

449 People Reached

232 3-Second Video Views

19 Likes, Comments & Shares

13 Likes	8 On Post	5 On Shares
3 Comments	3 On Post	0 On Shares
3 Shares	3 On Post	0 On Shares

17 Post Clicks

9 Clicks to Play	2 Link Clicks	6 Other Clicks
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NEGATIVE FEEDBACK

1 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Link to Facebook post: <https://www.facebook.com/LRTA1/posts/3413504215389276>

Louisiana Retired Teachers Association (LRTA)
Published by Jennifer Tran · January 21, 2020

Join LRTA: Next up in our video series is Janis Hernandez! She shares why she joined LRTA.

Click here to watch the video on the LRTA YouTube channel: <https://youtu.be/nB8Uo5kQrWQ>

Ready to join or renew? Go online: <https://lrrta.net/membership/>
Or download the form: <https://lrrta.net/.../upl.../2019/12/LRTA-Membership-Form.pdf>

WHY DID YOU DECIDE TO JOIN LRTA?
JANIS HERNANDEZ
Janis M Hernandez
LRTA Budget Committee
Frances Byler
LRTA Budget Committee

511 People Reached 174 Engagements [Boost Post](#)

14 2 Comments 3 Shares

Like Comment Share

Link to Facebook post: <https://www.facebook.com/LRTA1/posts/3457466477659716>

Louisiana Retired Teachers Association (LRTA)
Published by Jennifer Tran · February 11, 2020

Join LRTA: We're wrapping up our video series with LRTA member-at-large Clyde Hamner! Clyde shares with us why he thinks it's important for both active and retired teachers to stay abreast on retirement issues and get involved with LRTA.

Click here to watch the video on the LRTA YouTube channel: <https://youtu.be/RfM0vwBbJ20E>

Ready to join or renew? Go online: <https://lrrta.net/membership/>

WHO SHOULD JOIN LRTA?
Member Testimonial | Clyde Hamner
CLYDE HAMNER
01:46

Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

583 People Reached 47 Engagements [Boost Post](#)

Performance for Your Post

583 People Reached

267 3-Second Video Views

18 Reactions, Comments & Shares

11 Like	7 On Post	4 On Shares
2 Love	2 On Post	0 On Shares
1 Comments	0 On Post	1 On Shares
4 Shares	4 On Post	0 On Shares

29 Post Clicks

10 Clicks to Play	2 Link Clicks	17 Other Clicks
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NEGATIVE FEEDBACK

1 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Link to Facebook post: <https://www.facebook.com/LRTA1/posts/3526146364125060>