IEA-Retired Communications Toolkit

Tips for Communicating

- Keep message clear, concise and factual (not opinion)
- Include Who, What, When, Where, Why where appropriate
- Limit large amounts of text for easy reading
- Use of bullet points and white space enhance message comprehension
- Make documents attractive and enticing to pick up and read
- Do not overload members with too frequent communication

IEA Communications Help Tools

- Communication Tool request form (for Emails, Text Messages, etc.) - ieanea.org/forms/communication-tool-request
- Print Shop order form - ieanea.org/forms/print-shop
- Graphic Design Request form - ieanea.org/forms/graphic-design-job-request-form

Communications to members from IEA-Retired

- Include all chapter leaders in most communications to chapters
- Use Salesforce for mass emails to members who have a working email on file
- *Insider* (work to increase the number who receive this)
- Retired section of IEA website
- Facebook page (work to increase the number of followers)
- Possible additional social media to come (probably Instagram)
- Distribute resource documents/items widely
- Zoom trainings/meetings

Chapter communications with their members

- Emails
- Phone tree
- U.S. mail
- Newsletters
- Chapter Facebook page
- Flyers
- Zoom meetings
- Personal contact

Communicating with active members:

- Postings at Region Offices
- Their Insiders
- Updates at Region Council meetings
- Recorded Zoom presentations and videos
- Retired website
- Facebook page
- Retired membership tables at events that actives attend
- Retired Chair Reports at IEA Board Meetings and at the RA

Resources for keeping members informed:

- IEA-Retired Facebook page
- Insider - ieanea.org/communications/insider-newsletter-archive
- Website - ieanea.org/members/retired
- Useful Websites document
- Retirement systems magnet
- IEA Connect
- NEA-Retired Facebook page
- Recorded videos and Zoom trainings/meetings

Getting communication/feedback/input from members:

- Survey/Survey Monkey
- Newsletter requests with link or email for replies
- Replies to email requests
- Questionnaires
- Discussion at meetings
- Zoom meetings/discussions
- Evaluations at events
- Hustle (best from chapters from people they know – use sparingly)
- IEA Connect

IEA-RETIRED INSIDER

SUBMISSION GUIDE

The Retired Insider appreciates content from Local Chapters and Members. Some of the topics are Retired Chapter Meetings, Announcements of upcoming events, Volunteer activities, Education Awards given by the Retired Chapter, Members' travel, or any other items of interest if they relate to IEA-Retired Members. However, to ensure that what is submitted by you can be used, we have provided some guidelines.

ARTICLES WITH PICTURES

- When submitting Articles, you must include full information from recent events or activities.
- Who - The name of the people involved must be included.
- What - You must describe the activity or event. Include its name if there is one.
- When - Give the date of the event/activity. Time of the day can also be included.
- Where - Include the specific location with address for where the activity or event takes place.
- Why - Explain the purpose. For example, it could be your annual picnic for recruiting members.

Pictures should not be included in the article. You must attach them separately from the article in the email. This is so that we can properly format the article with the pictures, which is more difficult to do when the images are already placed within the article. Also, you must provide the following information for captions: ***Who*** (names of everyone in the picture from left to right), ***What, When, and Where***. The caption information also should be provided separately, so notate which goes with which picture if sending more than one.

PICTURES ONLY

If you wish, you can just submit a picture for an activity or event. Please make sure that it is a high resolution picture to be used, which should also be done when submitting them with articles. Again you must submit complete information for publication.

- Who - You must provide names of each person in the picture from left to right.
- What - You must describe the activity or event. Include its name if there is one.
- When - Give the date of the event/activity. Including the time or part of the day is appreciated.
- Where - Include the location and city/town.
- Background Info - Provide additional information explaining the history or purpose.

Submit articles and pictures to elston.flowers@comcast.net