

# TRTA - “I WANT TO BUILD SOMETHING THAT OUTLIVES ME!”

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# **Executive Summary**

**(Meeting Dates: August 11, 19, 26, Sept. 2, 9, 23)**



## **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?**

# Conclusions:

**Propose a dues increase by \$13.**

**Investigate marketing companies and costs.**

**Allocate money from reserves to engage a  
marketing firm.**

**Survey chapters on chapter use of funds.**



# **Vision Statement:**



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

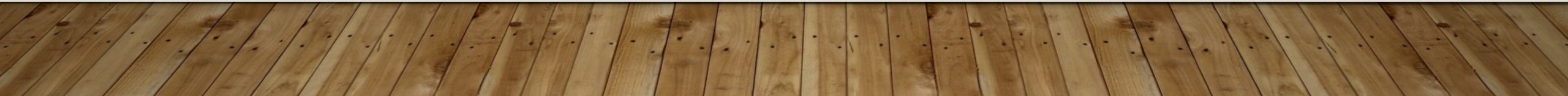


**Rationale:** TRTA can use reserves to support these initiatives today and that allows us to take bold steps now for our organization and future.



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

**Rationale:** Therefore, we must invest in the consulting relationships that sharpen our legislative strategy, expand our marketing and advertising reach, and strengthen organizational leadership across TRTA's District and Local Chapters.



**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.



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



***VISION-CASTING***

***SUSTAINABILITY***



***COSTS***

***MEMBERSHIP  
EXPERIENCE***



## ***VISION-CASTING***

**Marketing  
Technology**

**expand digital & print efforts  
upgrade payment options, website,  
podcasts/webinars**

**Advocacy**

**state and 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**



# RECOMMENDATIONS

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

**Current dues \$35 + increase \$13 = \$48**

**Effective July 1, 2027 for 2027-2028 membership year**

**Allocate money from reserves to engage a marketing firm.**

**Investigate marketing companies and costs.**

**Develop member experience opportunities.**

**Expand technology and security.**

**Hire additional staff.**

**Prepare presentations for HOD that track progress on initiatives.**

**Survey chapters on chapter use of funds.**





**TOGETHER**



**WITH YOUR SUPPORT**






**WE CAN BRING**

**THIS VISION TO LIFE.**





# DUES INVESTMENT STRATEGIES

FOCUS AREA	PERCENTAGE	PROPOSED FUNDING	USE OF \$13	EXPLANATION
 Marketing	45%	\$540K	\$5.85	• Engage a Marketing Firm
 Member Experience	14%	\$170K	\$1.82	• Promote Chapter Growth and Member Involvement
 Impact of Inflation	17%	\$200K	\$2.21	• Improve THE VOICE
 Technology	14%	\$170K	\$1.82	• Increase Payment Methods • Website Enhancements
 Legislative	10%	\$120K	\$1.30	• Hire an Actuarial Firm

Based on 92,000 members.  
With a \$13.00 dues adjustment.  
Amounts are estimates.