



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



COSTS

SUSTAINABILITY

**MEMBERSHIP
EXPERIENCE**

VISION-CASTING

Marketing	expand digital & print efforts
Technology	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
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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	<ul style="list-style-type: none"> Engage a Marketing Firm
Member Experience	14%	\$170K	\$1.82	<ul style="list-style-type: none"> Promote Chapter Growth and Member Involvement
Impact of Inflation	17%	\$200K	\$2.21	<ul style="list-style-type: none"> Improve THE VOICE
Technology	14%	\$170K	\$1.82	<ul style="list-style-type: none"> Increase Payment Methods Website Enhancements
Legislative	10%	\$120K	\$1.30	<ul style="list-style-type: none"> Hire an Actuarial Firm

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