

Communications and Outreach - Terms of Reference

1.0 Purpose Communication will be engaged to reach members/supporters, seniors and retired workers across Canada. The tools to do this will be; our website, social media, mail outs, call drops and surveys. The Communications and Outreach Committee will work with the President and Executive Board in the following framework.

2.0 Objectives The general objectives are listed in the Constitution and Bylaws of the Federation. This portfolio will focus on informing the membership about current issues and explore opportunities for growth.

3.0 Membership 1. Four [4] members to be appointed by the Executive Board; one of which will be the Chairperson. 2. A member of the Executive Board will be the committee liaison with voice and vote.

4.0 Tools & Tactics

Website: We will work with our web developer to reach our members/ supporters, senior and retired persons in Canada. The information posted will include the following; •NPF info, •Issue based campaigns, •Help type information, •Current seniors issue info, •Member organization info, •Affiliate organization info, •Member/supporter benefit info, •NPF policy papers •Will be posted to inform current members/supporters and attract new members/supporters.

The website will also have the ability to apply for and renew membership, pay dues and develop a database of members/ supporters.

Social Media: We will work with our web developer to post articles, pictures and video on social media sites such as Face book, u-tube and twitter. This process will advertise what NPF is doing to make a difference in the lives of seniors and retired workers.

The Committee will make recommendations to the President and Executive Board on the following; Mail Outs: The President and/or Executive Board will decide when mail outs are appropriate to send to members/supporters. Example; membership renewals and newsletters.

Call Drops: The President and/or executive will decide when call drops are appropriate. Example; advertise an upcoming event such as our annual conference or a news release.

Surveys: The President and Executive board will decide when a survey would provide timely input to NPF direction and policy development.

Success will be measured by; Changes in government direction, positions and legislation. •The statistics provided by the “hits and searches” on the website, increased numbers of members/supporters and donations.