January 4, 2014

Dear ASU Retiree

The ASURA Board is currently working on a variety of goals, one of which is to increase the association's membership. You have never joined and the Board is interested in learning a bit more on why you have made this choice in case there is something we could do that would allow you to change your mind. To this end a brief, four question survey was created and is attached.

I hope that you will find time to complete the survey; it only takes a few minutes, and it can be returned it in the postage paid enclosed self-addressed envelope.

If you would prefer to take the survey online the address for the survey is https:// surveymonkey.com/ s/NeverJoinedOnline. If you do choose to complete the survey online it is recommended that you use a browser other than Internet Explorer, e.g., Firefox, Chrome, Safari, etc. Internet Explorer can be used but you will need to put it into “Compatibility” mode; instructions for doing this can be found at http:// windows.microsoft.com/en-us/internet-explorer/use-compatibility-view#ie=ie-11

Again thanks in advance for taking the time to complete the survey, your input is important.

Sincerely,

Barry McNeill

Barry McNeill, President
Arizona State University Retirees Association
ASURA Survey for ASU Retirees Who Never Joined

This short survey has 3 questions related to why you have never joined ASURA and an opportunity for comments. Please answer the questions by placing an X in the appropriate box.

1. **ASURA would like to know where you heard about ASURA (please mark all that apply):**

   - [ ] I heard about ASURA at ASU’s retirement planning meetings and publications.
   - [ ] I heard about ASURA in a letter from ASURA.
   - [ ] I heard about ASURA from ASURA’s website.
   - [ ] I heard about ASURA in “Prime Times”, ASURA’s newsletter.
   - [ ] I heard about ASURA from an ASU event or news article.
   - [ ] I heard about ASURA by word of mouth.
   - [ ] I don't remember.
   - [ ] I don't really know anything about ASURA.

   Other (please specify)

2. **I have not joined ASURA because (please check all that apply):**

   - [ ] I was not aware of ASURA’s programs of advocacy for retirees with the state legislature.
   - [ ] I was not aware of ASURA’s programs of advocacy for retirees with the retirement agencies ADOA & ASRS.
   - [ ] I was not aware of ASURA’s programs of advocacy for retirees with ASU.
   - [ ] I was not aware of ASURA’s monitoring of existing health insurance programs for University retirees, to provide the best possible health insurance coverage for its members.
   - [ ] I was unhappy with ASU when I retired, and didn't want to be part of anything “ASU”.
   - [ ] I haven't heard about the free introductory year.
   - [ ] I think the dues are too high.
   - [ ] I cannot or would not take advantage of the seminars, events, and travel that ASURA offers.
   - [ ] I don't know anyone who is an ASURA member.
   - [ ] I don't see the benefit.

   Other (please specify)
ASURA Survey for ASU Retirees Who Never Joined

3 I might join ASURA if:

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<thead>
<tr>
<th></th>
<th>Strongly Disagree</th>
<th>Neutral</th>
<th>Strongly Agree</th>
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<tbody>
<tr>
<td>The dues are lowered to $20 or less per year</td>
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<tr>
<td>Someone I know, like, or admire encourages me to join</td>
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<td>I have more time to take advantage of what ASURA offers</td>
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<tr>
<td>Other (please specify)</td>
<td>☐</td>
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4 Please supply any comments you have that could help us do a better job of recruiting and serving retirees