



THE INNOVATIVE VOICE OF RETAILING PROVIDING ADVOCACY AND MEMBER BENEFITS SINCE 1918

Advocacy

The Voice of Retail in the Commonwealth

Lobbying Team—Maintain a powerful advocacy team for state legislative and regulatory lobbying. Involve coalitions, chambers of commerce, allied organizations and the government relations professionals at member retailers.

Political Action Committee—Increase member involvement in the PAC by identifying new methods to facilitate contributions.

Channels of Influence—Use all methods of political influence to protect the retail sector, i.e. social media, letter writing, press relations, grassroots involvement, etc.

Support for Business Leaders—Identify future leaders and persons of influence by supporting pro-business incumbents and candidates.

Issues Management—Identify the issues of importance to retail and its interests.

Grassroots Initiatives—Engage members in advocacy through local participation and by promoting local impact of retail.

RetailersMA.org

Member Value

Providing Benefits and Services to Members

Insurance Products—Develop and deliver quality workers compensation, health, and other insurance products, including employee voluntary benefits.

Benefits and Services—Offer the benefits and services that impact the bottom line and provide advantages to member retailers, exploring the development of HR and compliance helplines, technology solutions, best practices, energy savings, etc.; promote availability to “members only.”

Membership Growth—Create a membership recruitment and retention plan with performance goals; hire a customer care/membership representative; appoint a Membership Committee; build incentives and referral program.

RAM Brand—Enhance RAM brand awareness and prepare for the 100th anniversary in 2018; encourage member usage of RAM logo.

Education—Offer education and seminars in varied formats to support business success and regulatory compliance.

Annual Conference—Enhance the annual meeting to have regional draw; consider core topics such as technology, loss prevention and HR.

Public Awareness

The Credible Source of the Retail Sector Impact and Message

Press Relations—Be the authoritative source for media to communicate the message and importance of retailing, including the development of member released content for local press.

Foundation—Investigate the re-establishment of a RAM Foundation to support retail and community programs that support the objectives of the industry, including scholarships, academic relations, entrepreneurship, DECA and grants for retail innovation.

Main Street Organizations—Explore ways to promote Main Street program sustainability throughout the state.

Social Media—Re-launch and maintain social media outreach.

Public Service—Leverage national organization’s public service programs, and promote the social responsibility undertaken by retail, and charitable efforts by members.

Chamber Relations—Maintain and enhance relations with local chambers and MACCE to improve understanding and support for retail and business interests; encourage retailer involvement in chambers, including the establishment of retail/restaurant committees.

Awards, Recognitions and Scholarships—Redesign awards program to recognize retail innovation and publicize recipients in local media.

Retailer Profiles—Promote the stories of member retailers.

Economic Impact—Improve public awareness of the positive economic impact of retailing on our communities and state through employment, investment, taxes and other benefits.

Career Development—Promote retailing as a viable career.