


# MemberAssist

## A UNION-FOCUSED BENEFIT

Unlocking Daily Value for Union

## Instant, Everyday Value Members Can Feel

- Personal, professional, and financial concierge service
- Supports Members with insurance, legal, health, financial, and family needs
- Makes FEA membership relevant every week—not just during contract negotiations

## Attract & Retain

- Exclusive "Member-Only Concierge", creates immediate perceived value
- Boosts onboarding and orientation success rates
- Personalized support during major milestones: weddings, childbirth, illness, relocation, and retirement
- Fosters strong emotional bonds with the union, enhancing member loyalty

## Position Your Union as Modern & Essential

- One-stop shop for all union & employee benefits - MemberAssist makes it easy for members to access and use their benefits
- Share real-life success stories through newsletters, social media, and events to reinforce value

## Relieve Local Leaders & Fuel Financial Health

- Reduces leadership burnout by managing members' personal service needs
- Enables local officers to focus more on advocacy, organizing, and bargaining
- Membership growth naturally increases dues revenue

"As a Local Union President vetting this process I found it a valuable svc that I will recommend this as a member benefit. Desiree was efficient and responsive to my request. She kept me informed throughout the process. Thank you."



**MemberAssist** elevates your union from a “just-in-case” resource to a **daily life advantage**—strengthening recruitment, retention, and long-term sustainability.