

Strategies for Successful Membership Recruitment

**A tool for new Membership Recruiters
and other local leaders**

Updated 7/09

Introduction

Membership is the key to everything. Maintaining high membership is your source of power at the bargaining table, resources to address state and national issues facing educators, and support for acting on local issues. If you have a high percentage of members, plus an engaged membership, you will create a well organized local Association that is better able to respond to hard bargaining sessions, support members in trouble, and harness the collective positive power of educators to advance non-bargaining issues on behalf of educators and students in your school. Building a strong and engaged membership takes planning, perseverance, and an organizing mentality! We strive to be a union based on building relationships with our members and engaging people on issues that are meaningful to them, not a service, top-down union. In being so, we need to maintain this organizing mentality from the very first contact we have with a potential member. This booklet is designed to help brand new leaders put together a successful membership campaign.

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Getting Started: Preparing a Membership Campaign

1. Many hands builds the best campaign! Creating a successful membership campaign **requires everyone's help**, especially building representatives and regular members who work with non-members. One of the ideal membership recruitment techniques is having peers invite peers to join the Association. Everyone should be considered a deputized membership recruiter! However, it is also recommended to select one person in the Association to serve as a **membership chair**. In smaller Associations, the treasurer often plays this role. In larger Associations, a membership committee might be in charge of overseeing membership work in multiple buildings. Figure out a system that works for you, but do **NOT** put this important job on the shoulders of just one person!

2. Create a membership campaign with goals, action steps, task assignments and deadlines. See a sample campaign outline in the *resource section* of this booklet. Divide up assignments into small doable tasks and delegate! Make the campaign fun, positive and enjoyable.

When setting your goals, think about tangible goals as well as goals relating to issues that will impact your membership work. Membership goals might include:

- At least 80-90% of new employees join the Association;
- Maintain 100% of current members and create a specific retention effort given the economic downturn;
- Increase the membership in the building with the lowest percentage of membership by 20%;
- Merge your ESP and teacher membership campaigns into one;
- Move 25% of current members into a more active role in the Association;
- Identify who is projected to retire in next couple of years and create a NEA Retired membership element of your campaign;
- Revamp your old membership recruitment strategies to specifically appeal to new hires who are part of the Millennial generation.

Also consider other elements that will impact your membership work. For example, look at the patterns of membership and non-membership over the last few years. Are there any specific reasons for increases or decreases? How can you use this information? Discuss the current conditions at your school and community. Consider big picture issues such as declining student enrollment and the generational shift from retiring baby boomers to Millennials (people born since 1981). How will each of these issues impact membership and either help or hinder your efforts? What will your members and non-members need as a result of these issues? What will your members want the Association to address? Knowing what issues motivate your members will be essential for recruiting and engaging members.

When planning your membership campaign, it is best to start where you have the most reasonable potential. For example start with a building or group of people where you already have high percentage (50-60%), strong leaders, or high Association visibility. Also, your membership plan should be designed to **cover the whole year**. Recruitment for support staff is especially important given that many support staff are hired mid-year. Also, a full year plan allows you to engage new members, plan orientations for new members, plan social events for members, and other elements that help to build an organized, engaged membership. See the sample timeline for using membership materials in the *resource section* and the broader *Vermont-NEA Engagement Guide* for more ideas.

3. Who are your non-members? Part one of the campaign should include obtaining a list of all

employees in your bargaining unit (teacher and/or support staff (ESP) (name, work location[s], home address, and phone number). You can request this information from your Central Office.

4. Create an accurate list. Review the Vermont-NEA membership list sent to your local treasurer and compare it to the list of all employees in the bargaining unit. Note the list of non-members. Note corrections to the membership list, including contact information and home emails. We recommend creating a Microsoft Excel file or similar data file that includes the names and personal information. Then you can sort, create reports, labels, etc at a drop of a hat!

5. Know your audience. Look through your potential members (non-members) list and organize the list into different buildings and then different groups based on common traits. Your non-members are diverse in their professions, job duties, age, interests and issues. Your recruitment work should be based on the interests of each group. One general method of recruitment will not work for all non-members.

6. Create a recruitment tracking list. Give every building representative an accurate list of all members and non-members at his or her work site. Also provide every membership representative with the same list and create a grid to allow notes. Recording notes on each potential member will help you keep track of issues the person raises in conversations, skills, and questions that still need to be answered. Documenting conversations helps you do the all-so-important follow up work. See a sample membership list grid in the *resource section*.

Membership Spectrum

Membership does not end when the new member signs a membership form. It is a continual process. Membership can be divided into four levels of a spectrum. The first level of the spectrum is what we think of basic membership work: recruitment. The other three levels focus on engaging existing members to build a strong, organized Association. When considering how to increase members and member involvement, remember that the Association's culture has a significant impact on the level of member involvement. If your Association is positive, welcoming and active, people will want to belong and get involved.

Membership Engagement Spectrum

1. Turn non-members into members → (RECRUITMENT)
2. Turn passive members into active members → (ENGAGEMENT)
3. Turn active members into leaders → (ENGAGEMENT)
4. Turn leaders into mentors → (ENGAGEMENT)

Recruitment: Non-members to Members

BEFORE YOU APPROACH A SINGLE PERSON, STOP AND PREPARE!

- Identify your list of non-members.
- Taylor your approach to the type of non-member you are approaching. Organize your list by interest area, age, job, building, etc. New teachers fresh out of college should be approached differently than a ten-year veteran food service worker who has never been approached about membership.
- Be prepared to talk about the Association and what issues the Association addresses. Be prepared to talk a bit about the history of the Association, the significance of the labor union in improving the realities of teachers and support staff in Vermont, and all of the professional development offerings we provide because we are educators' professional organization!
- Plan to contact the non-member on or before the first day of school. New hires' home contact information can be obtained from the Central Office. A nice note or email saying "welcome to the school district we are looking forward to having you join the Association" is a great way to give new hires a heads up about the Association and membership.
- Set up a short 10 minute appointment with each non-member and prepare for a conversation, not an interview! Bring the membership form, but don't leave it with the member. Set a follow up appointment if the non-member does not join during your first appointment.

WHEN APPROACHING A COLLEAGUE:

Use the right "ask". Go in person and have a one-on-one conversation. Paper will never recruit you a member—almost 100% guaranteed! Instead, have a peer of the staff person set up a conversation and begin with the right "ask." Instead of asking a closed yes/no question, offer an affirmative welcome to the Association: *"Let's get you signed up with the Association."* Then if the non-member pauses and asks

a question or two, you have a conversation going rather than a show-stopping “no.”

For a long-time non-member, use an affirmative question such as “*What can we do to get you to become a member?*” and then truly listen to their response. This approach brings people into the Association in an *engaging* way rather than through fear (“when you get in trouble, you will want the union”) or through insurance offers. Listen for ways that issues can get someone to join based on your conversation.

TOP 10 TIPS FROM ACTUAL VERMONT-NEA LOCAL LEADERS:

1. Assume people will join the Association. If you believe people won’t want to join or can’t afford the dues, you will be defeated before you start!
2. Have a one-on-one conversation. Paper will never recruit you a member. Peer to peer conversations are best!
3. Keep track of your contact with non-members. Make notes on the conversations you have with members. Record issues they raise, questions they may have, and other things that are noteworthy such as what skills and interests they have. See a sample membership tracking grid in the *resource section*.
4. Be positive and represent the Association well. Share the goals and history of the Association as appropriate to help people understand the purpose of the Association and why it is relevant to them as educators.
5. Remind people that the Association is the educators’ professional organization with professional development services. We are not just a labor union.
6. Approach each and every non-member. Some of us freeze when we have to approach a colleague to join the Association because we fear the person will say “no.” The #1 reason people give for not joining is, “**No one ever approached me.**” Don’t let that be said in your building!
7. Don’t sell membership... have a conversation. People respond best to **issues**, not hearing about insurance programs or discounts or horror stories.
8. Find out as much as possible about who this person is, what they care about, and help them understand how the Association is available to address and meet their needs. Respond to the person’s interests and issues, instead of giving the person a “canned” membership pitch. Each person needs to be approached differently. Answer their questions about the Association.
9. Always fill out the membership form as much as possible before making contact with a potential member.
10. Follow-up with any prospective member. Do this respectfully, but persistently. You can follow-up with a note, e-mail or phone call. **The best follow-up is always a conversation.**

Remember that people join organizations because they want to *belong, affiliate* and have a sense of *collective power*. And when all else fails, use Vermont-NEA’s *100+ Reasons to Join the Association* booklet for back-up!

A note on retaining existing members. As we continue to live through one of the most significant economic downturns in recent memory, we need to be extra vigilant to remind existing members why maintaining their membership is an economically sound and professional smart thing to do. Different points will speak to different members, but overall remind people that the size of the Association’s membership has a direct coloration to strength at the bargaining table. If we do not maintain our strength while bargaining becomes more difficult, we only lessen our ability to maintain current wages and benefits, let alone continue to work to make sure all staff are compensated fairly throughout the state.

Engagement: Passive Member to Active Member

- o Familiarizing the new members with our organization, helping them learn about the local, state and national organization. Setting up a short, concise orientation can help set a good foundation

- Members should know that membership comes with expectations of involvement. A passive organization cannot achieve nearly as much as an organization with an engaged membership. What are small expectations that you wish to have of each member? Attendance at meetings? Familiarization with the contract?
- Make opportunities for members to get involved in small ways.
- Help members understand how the Association can impact their professional and personal lives.
- Educate members on the multiple services Vermont-NEA and NEA provide members, including professional development services, member benefits, and other services to help navigate licensing and other professional obligations.
- Remind members of the value of their membership and to ensure their continued membership. Keeping members is a long-term commitment and members need to remember reasons to value their membership in order to keep investing their personal resources in the Association.
- Build relationships with your members. Each of us knows the importance of making connections. If relationships are not nurtured, they wither and die. That is why we must nurture the relationship we have as members of our local Associations, Vermont-NEA and NEA. Making connections with your members can mean the difference between continuing to grow as an Association or beginning to shrink. Thriving organizations have members who feel an authentic sense of belonging.
- See *Vermont-NEA Engagement Guide* for more ideas!

Engagement: Active Member to Leader

- Identify your members' skills, talents, and expertise to help fulfill the Association's goals. And then match these skills to small tasks.
- Create ways for members to observe current leaders and support new potential leaders by mentoring and training them.
- Involvement covers a wide range of member actions, including participating in activities, volunteering for a few or many hours, and a willingness to assume an official leadership role.
- Create an environment that invites all members to be involved.
- See *Vermont-NEA Engagement Guide* for more ideas!

Engagement: Leaders to Mentors

- Create succession planning for your leaders. Some Associations structurally require Vice-Presidents to eventually become Presidents. Other Associations have ex-Presidents serve on the executive committee to support newly elected officers in Association work. However you wish to structure succession planning, make sure you make room for this important step. See *Vermont-NEA Engagement Guide* for more ideas!

More Tips: KEEP TRYING

- **Use the personal approach for each non-member.**
 - *“I understand you are a new teacher. Did you know that Vermont-NEA can help you with the re-licensing process.”*
 - *“I hear you were just assigned a new student as a support staff person. Did you know that Vermont-NEA provides very useful training and resources for support staff who work one-on-one with students?”*
- **Convey a friendly, helpful attitude. Remember you are representing your Association and positive representatives help to convey a positive organization.**
 - Regardless of what is said, keep your cool! Exude confidence, enthusiasm. Be constantly optimistic about what the Association can accomplish.
- **Handle criticism by putting it to work.**
 - *“I’m awfully glad that you are as concerned as I am about that problem. You’re just the person to join a committee we’re forming to address the problem.”*
- **Stress the fact that the strength and effectiveness of the Association increases as the size of the membership grows.**
- **Present a membership form each time.**
 - Complete it yourself as much as possible, including the correct dues amount. Always have a pen ready. Don’t leave the form with the potential member. Make an appointment and come back again.
- **Working in pairs is often helpful.**
 - A colleague who has personal credibility, or who is an avid Association member, can often make a big difference in the success of the discussion. When necessary, assign a different person to go back on the second contact.
- **It’s in the member’s best interest!**
 - It counts when the Association negotiates a good contract; it counts when the local Association lobbies for full funding of the contract or legislation; it counts when the Association lobbies successfully for educational change; it really counts when the individual is in a jam and needs legal assistance. There’s a great deal more at stake than just more members — the individual member’s welfare is at stake!
- **Its People Not Paper! Brochures are only a means to an end. Be strategic in your use!**
 - By themselves, printed pieces will almost never get a member to join. Most materials placed in a mailbox will not even be read. If you do use the materials, deliver the material in-person and discuss it. Only use a membership material item as it makes sense for the non-member. For example a non-member who uses an electronic schedule will likely not see use for the Vermont-NEA pocket calendar.

Common Mistakes

- o **What's the most common mistake in membership recruitment?**
 - o Hitting the potential member with a sales pitch before you have any idea what that person is all about—what he or she wants or cares about.
 - o Starting off the conversation with a horror story in hopes of offering a cautionary tale and then leading into the need for a union. Using fear as a recruitment tool is not an ideal way to build a strong, engaged group of members.
 - o Assuming someone will say “no” or not approaching the non-member at all or only asking a yes/no question such as “*will you join?*”—start from a positive place and welcome them to the Association with “*let's get you signed up!*”
 - o Using NEA Member Benefits as the sole tool to recruit a member. Your Association is about much more than insurance. What issues, values and goals does your Local Association have and how can you use those items to start a conversation with a non-member?
 - o Stuff mailboxes with membership forms and a note and expect those who are interested to follow up with you. A personal in-person approach is much more effective.

Tips on Addressing Objectives on Non-Members

#1 ***"Costs too much. I can't afford it."***

- "How can you afford not to?"
- Quote dues in lowest terms—per day, pay period, week, etc.
- "What if you lost your job? You need us to represent your interests more than ever if you need your salary, medical insurance and retirement credit from your job."
- "What can you buy for only \$ _____ a day?" Equate daily amount to what that amount would buy: less than the cost of a Big Mac, a movie, a 6 pack of soda or beer, etc.
- "None of us can 'afford it.' We're all on the same salary schedule. Those of us who belong make it a priority."
- One Recruiter placed a copy of her *first pay voucher* alongside the *current voucher* on a single sheet of paper to show how much he'd gained in salary over the years—thanks, to a large extent, to the Association's efforts.
- Cite salary increases over recent years, credit Association lobbying and/or bargaining and show that dues are a good investment.
- List protections members get 365 days a year for only \$ _____ per day in dues: lobbying; monitoring of state and federal agencies; contract enforcement; bargaining; precedent-setting legal cases; legal defense for members which prevent others having to face the same thing; etc.
- For NEA-Student Program members, their NEA-SP dues give them *a credit* to be deducted from their NEA dues when they join NEA after graduation and employment.
- Equate dues to an investment.

- Their membership keeps NEA-Retired members protected and involved after retirement.
- "You aren't buying services, you're buying into a cooperative."
- Equate to buying insurance. You don't know when you will need it. "You don't wait until your house is on fire to try to buy fire insurance."
- NEA Dues Tab provides life insurance in the amount of your dues for continuous membership.
- "Your dues are *tax deductible* if you file the long form." Make a chart showing how much people at different tax rates receive back.
- Save through special services group buying. Show ways you save. "In fact, membership can actually save you money if you take advantages of special services opportunities."
- Personalize using a member who is a single parent, a new employee, or a veteran member who has never had to actually "use" the organization.
- "If you needed an attorney to defend you against charges such as child abuse, injury, etc., how would you pay the bill?"

#2 "Why should I join; I get it for nothing."

- "No one gets it free. Your colleagues in the Local, State and National Association are paying the tab."
- Make a chart showing what a member gets vs. a non-member.
- Members pay dues which cover the cost of representation of bargaining and contract support for all bargaining unit members, members and non-members (in units which lack *agency fee* provision whereby all employees pay their share of the costs of representation). Additionally, dues payment entitles members to vote, hold office, attend meetings and be represented on matters in addition to those covered by the negotiated agreement. It also entitles them to liability insurance and buying privileges reserved for members.
- "It costs money to represent employees. All who benefit should share that expense."
- The time has come when members can no longer afford the luxury of carrying the financial burden of others who have failed to make the commitment to their profession. Forces which oppose public education and public school employee organizations have joined forces. Our collective resources and energies must be directed at those who oppose us from outside the profession. This is possible only when a majority determines the direction that the organization is to take, and works cooperatively with school administrators and boards to solve the problems and challenges we all face.
- We should *all* be working together to make our organization the very best it can be at representing all of us (*for locals which do have agency fee agreements*).
- "When you remain a potential member, you are actually joining the side with management, etc."
- One Association sends a "bill" to non-members each month to ask them to join and to remind them it is costing money to represent them.
- "As a member, you can take an active part in decisionmaking, vote, hold office and have a voice in a democratic, representative organization."
- "If something happened to you and you needed the Association, it would be too late to join and obtain assistance automatically provided to Association members."

#3 "I don't agree with (fill in the blank) of the Association."

- "Few people agree 100 % with any group or organization's actions. But representative government in organizations as well as nations depends on people who "pay their dues" and who participate in decision making. If you don't agree with some direction the Association is taking, join, become active and work to change its course."
- "Our Association is democratic—no member is required to agree with the majority on every issue. But *every* member has a chance to try to sway the majority through representative democratic governance structures at every level of the Association. Furthermore, our representative

bodies issue the recommendations of the majority; the Association doesn't attempt to speak for every individual member in every decision."

— "What if taxpayers in the district could elect not to pay taxes voted in because they objected to something or because they do not have children in schools or public universities."

— Emphasize the democratic nature of the organization.

— Compare to taxation, services such as water, fire, trash collection, parks, security. One pays one's share even when one disagrees or does not use the services.

— Explain the position. If it's a resolution, explain that a resolution is reviewed each year by the Representative Assembly, Council, etc. Resolutions are initiated by members and voted on by the Assembly of their elected representatives. Introduce the prospect to his/her Local Representative who was in on the decision.

— "How can you get involved, be informed, find out what is happening, work for change if you don't join?"

— Some positions do not affect us on a day-to-day basis. The advantages far outweigh the disadvantages of one or two things we do not like or agree with.

— Some positions are distorted by our enemies. Explain the distortions, emotional issues and tactics of the Far Right.

— Public education is at stake.

— If the objection is to our protecting a "bad" employee, point out that we do not hire, fire, evaluate or judge an employee. It is our responsibility to give each employee a "day in court." Point out that rights, like laws, must be enforced for each individual or they will not exist for all. Cite cases.

— "Do you agree with everything the legislature or Congress does? But you don't drop your citizenship, give up the right to vote or refuse to pay your taxes just because those bodies may take actions with which you disagree."

#4 "I'd join the Local (or Local/State) but not NEA. "

— Our Local, along with the State and National, is constantly working to protect, promote and strengthen members' rights. Only the tip of the iceberg shows here at the Local. Some unified programs are:

- UniSery
- Legal Services
- Professional Development
- Research
- Bargaining Assistance
- Economic Services
- Human and Civil Rights
- Staff assistance at conferences, workshops
- Offices, administrative assistants, paper, postage, telephone, etc.
- Show budget of Local/State/National

— "Who are your delegates who represent you at all levels?"

— "How would you be affected if a colleague had a problem and no one had resources or simply chose not to fight it?" Precedents set in other cases protect all of us.

— Emphasize process on how resolutions and budget are taking new direction. Explain Far Right efforts to separate members from leaders, Local from State, and State from National.

— Don't agree. Don't argue.

#5 "I don't like unions."

— "What do you think of when you say *union*?"

— Define *union* from dictionary: join together for a common cause.

— Cite professional development; community action; child protection; help for parents; available workshops; conferences on professional issues such as stress, discipline, censorship, etc.

— What would the effect be if no union existed to monitor, lobby, represent, enforce policies and contracts, ensure due process? Cite records of Local/State /National.

#6 "We shouldn't be involved in politics."

— Use two pages from *Why Politics?* (from NEA Political Action) to cover the political process and who makes decisions regarding education.

— Every decision about every brick, every book and education employee is made by persons elected to public office or appointed or hired by those persons. We are involved in the political arena. Education is politics. Our only decision is whether or not we will affect the outcome.

— Direct political contributions are only made from voluntary contributions and are kept entirely separate from dues.

#7 "The Association doesn't do anything for kids and education."

— "What should we be doing?"

— "What are you willing to do?"

— Share information about Local activities to promote quality education and to benefit students.

— Share information on professional development), lobbying activities on behalf of education, legislative goals and programs to benefit and improve education, organizational goals, programs and activities that support education.

— Point out scholarships; community support; contests; workshops; courses; work on professional standards, certificates, retirement; NEA Professional Library; *NEA Today*; *Today's Education*; *NEA Progress* (for ESP members); *NEA Higher Education Advocate*, *NEA Higher Education Almanac* and *Thought and Action* (all for higher education members); American Education Week; Teacher Day; Future Search.

#8 "My partner belongs, I don't need to."

— "How many salaries do you get?" If one belongs, only one gets the benefits of membership: only one gets liability insurance; only one gets representation available to members only; if affected by layoff, only one gets representation beyond contractual provisions.

— It's true they both can read our publications, but.... Show the budget pie % and \$'s which go to publications—it's minimal. So much more goes into other vital services that are not shared but, rather, benefit every individual.

— Both are affected by legislation and monitoring activities to stop anti-educational employee, anti-public education attacks.

— Note other couples who both pay their 'fair share.'

— Both get salary increases and bargained benefits.

— "Could either of you afford to pay for attorneys to defend yourself?"

— There are special needs by special groups and issues at the worksite level.

— Social camaraderie.

— You were not hired because you were a couple. Each must stand on her/his own. You are *both* important members of the unit. We all need participation from *both* of you—on the job and in the Association.

#9 "I don't like (past or present) leaders."

— They are volunteers.

— They are elected by means of open nominations and secret ballot by majority vote—one person, one vote proportional representation.

— That was yesterday; what should we do about it now?

— What should we start/stop/continue doing?

— Who would you suggest as a better leader?

- How well do you know (the leader)?
- If current leader, schedule him/her to follow up.
- Pick up the individual and take her/him to the meeting with you.
- "Give us a chance."
- "Get involved and help make things better."

#10 "We don't need it this year." (nonbargaining year)

- What happens in neighboring districts and states effects us when we bargain next time (e.g., rollbacks, strikes, arbitrations, legal cases, unfair decisions, etc.).
- Programs go on all the time:
 - Research
 - Training of leaders and bargaining team
 - Office maintenance
 - Staff salaries, travel, etc.
 - UniServ program
 - Staff training
 - Lobbying
 - Monitoring of state and federal agencies
 - Monitoring retirement funds
 - Legislative program
 - Community relations
 - PR and education employee image programs
 - Professional development programs
 - Contract enforcement

#11 "Disgruntled from past"

- "Even if that were true ..."
- "That's history. What do we need to do now?"
- "I understand that."
- "You're right. Now what can we do?"
- "Nothing can change that. Now we are ..."
- "I know it."
- "A lot of us used to feel that way."
- "We're working/investing this year so we will be strong next."
- "Even if that were true, it's the best option we have now. If we don't stand up for (ourselves/members), who will—the board? The administration/regents? (The administration is helpless, caught in the middle, powerless.) The legislature?"
- "What are you willing to do to change it?"
- If the problem is a poor record in the past, especially in bargaining, acknowledge it if it's true. Then move prospect to joining to help improve it or cite positive gains in most recent bargaining. "We're doing a lot *now*."
- "Even if that were true, what can we do to insure better results this time?"

#12 "I don't know how long I'll be working here." (leaving employment or retiring soon)

- "The investment will be small."
- Cite this prospect's investment compared to those of veteran members.
- "You may choose to stay or return. Salary and working conditions will improve while you're gone."
- "For now, join the group, build unity. Be social."

- "You need more protection because you are most vulnerable."
- "You'll benefit from the support of Association members."
- "We monitor retirement funds, insurance, etc."
- "Your retirement depends upon salary gains these last years. We need your support to get maximum gains."
- "Join now and *stay* involved through NEA-Retired. You'll not only remain a vital part of education, but the Association and NEA-R will *continue* to work 365 days a year to protect your investment and your future."
- "Retired people have the greatest need of all for these vital protections and services!"

For more information on membership and helpful strategies, please contact us!

For assistance with organizing and membership strategizing...

Emma Mulvaney-Stanak, Organizer – ext. 123
Or your UniServ Director based on your region.

For general information about membership and membership rosters...


Teri Leo Drury, Membership/Accounting – ext. 112
Claude Janus, Business Manager – ext. 110

Membership Materials Calendar & Strategies

Material	Suggested Date to Distribute	Month	Helpful Notes
Pocket Calendars	First EA Meeting & First Membership Pitch Meeting (whatever formal setting where you first recruit non members)	August	Walk members through the calendar to point out other useful aspects.
Enrollment Form	First Membership Meeting	August	Try filling out parts of the form to help make the process easier for new members! Explain dues in a monthly framework vs. annual.
100+ Reasons Booklet	First Membership Meeting OR Mid September (see "Come Belong Brochure)	August/September	Have building reps add a note as a follow up from your first staff meeting or opening day meeting.
Come Belong Brochure (ESP and Teacher versions)	First Membership Meeting OR Mid September (See "100 Reasons Booklet)	August/September	Have building reps add a note as a follow up from your first full staff meeting or opening day meeting.
Agency Fee Flyer	Inservice meetings with full staff if your school has agency fee.	August	Approach all fee payers and open up a conversation with him/her about the difference between paying agency fee and being a full member.
Educator's Convention Poster & Information	Post in September	September	Send reminders to members and/or write notes about features of the Convention.
Vermont-NEA Professional Development Brochure	October	Once in fall/once in spring	Share this information with leadership and organize a professional development offering to benefit your members!
"Thank You for Belonging" Brochure	October	October	Add a note with the percentage of members in the district and numbers of numbers of new members after recruitment and renewal memberships are compiled.

NEA Member Benefit Brochure	Hand out a few at every Association meeting.	December	Post in beginning of year on info board and hold meeting in December to feature what people are missing out on!
EEL Cards; EEL Q & A Brochure; EEL Insurance Policy; EEL ESP Brochure	Post in beginning of year and hand out in November to remind members of this service to members and use as recruitment for non-members	November	Post in beginning of year on info board and make copies to hand out in November with a note reminding people of "what they are missing!"
VT-NEA Symbol (small and large decals)	Year Round	Year Round	Save for special notes and updates throughout year. Put on mailboxes of members. Put larger decals on classroom windows or other prominent locations.
Vermont-NEA's website!! www.vtnea.org	Year Round	Year Round	There are several additional resources that are available on-line and can be shared via email and in other electronic versions to save paper and make communication about the Association faster and easier!

Resources

 ABC SAMPLE Local Association Membership Plan				
GOAL <i>Where we want to be?</i>	OBSTACLES <i>What may get in the way?</i>	ASSETS <i>What we have – or what we have access to – that will help us achieve our goal.</i>		
Increase ESP membership by 25% in next school year.	-ESP members don't make much money. -One building has almost no ESP members. -We only have three active ESP leaders who are already over-worked!	-ESP are bargaining this year. -Teachers have strong membership and some good strategies for recruiting. -President of Association is willing to work with Superintendent to get time on inservice agendas to take to all ESP staff.		
Action Step (tasks and responsibilities)	Assignment(s)	Notes (number of volunteers, time required, resources, etc)	Start Date	Complete Date
1) Create a membership committee with one seasoned ESP leader and two less active ESP members.	Bob (seasoned member) will contact list of nominated members to see if they will serve on committee. Rose will serve as chair (seasoned member)	3 volunteers. 5 hours a month	late July	October
2) Send a letter to all ESP staff in August before school notifying them of need to increase membership and notify them of inservice day meeting about the Association.	Committee to draft letter. President to contact Central Office for list of new hires. Committee to mail letter.	1 writer n/a 3 to collate and mail.	late July/Aug ASAP mid Aug	early Aug early Aug mid Aug
3) Set up an inservice day meeting. Set an agenda. Organize food and materials. Create team of members to help non-members fill out forms at the meeting.	President to contact Superintendent. Committee to organize agenda, food, volunteers.	n/a committee plus 3 additional volunteers	ASAP Aug	early Aug late Aug

Make as many copies as necessary!



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