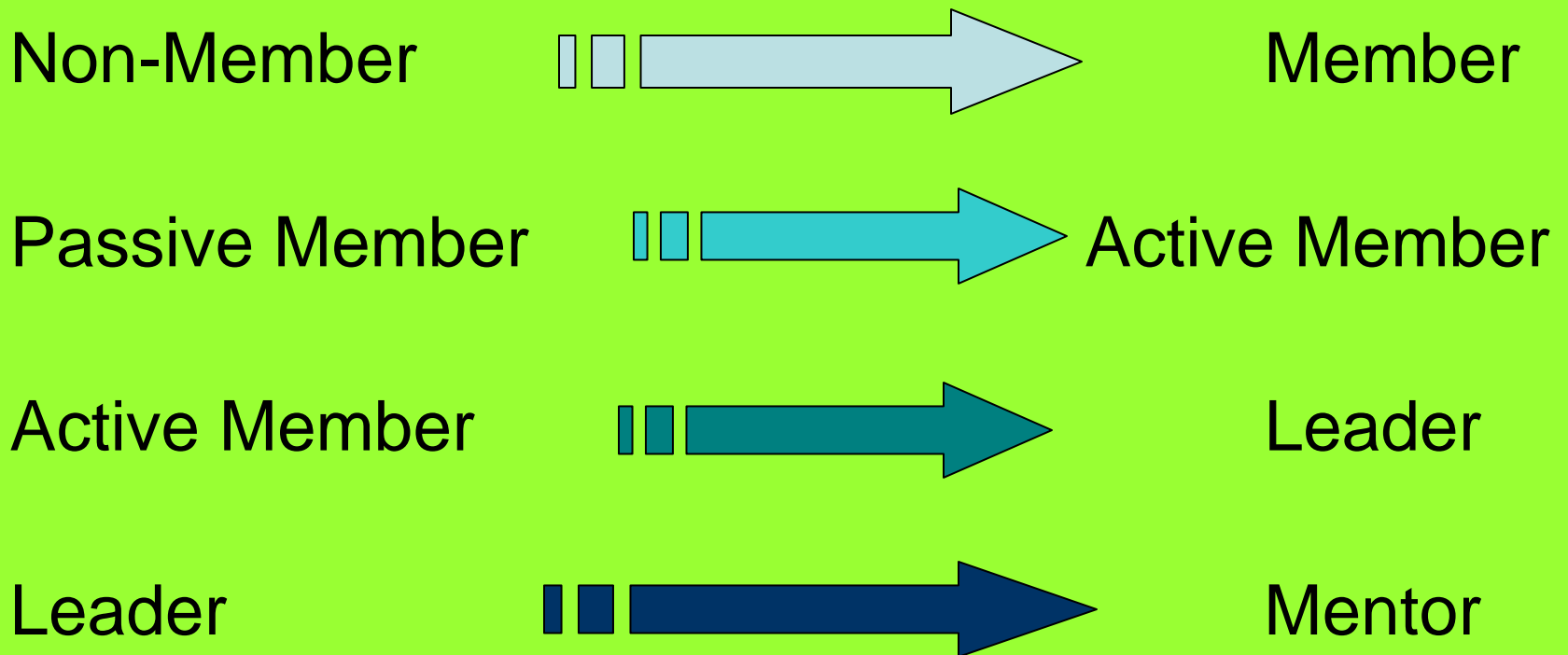


Summer Membership Seminar Newbie Track

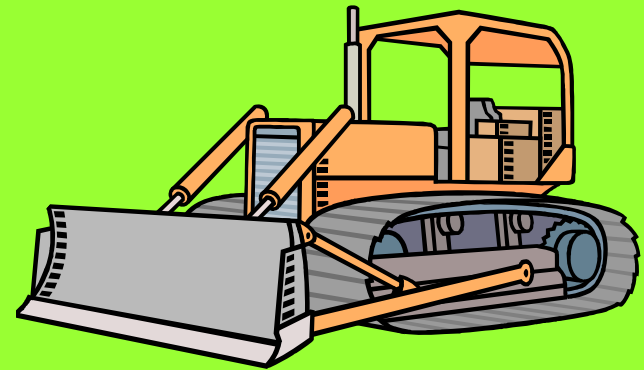
Vermont-NEA
Local Leaders

Membership Spectrum



Nuts & Bolts of Membership

- Table of Contents (pre-counted materials in bag vs. additional resources)
- Membership Recruitment Strategies Booklet (resource)
- Material use throughout the year
- Remember! Materials alone will not recruit a member!



“Your Association is like a bulldozer. It can only push as much dirt as its size allows.”
– Bob Raskevitz, UniServ
Director, Upper Valley

Recruitment: The Ask



- Assume the person will join
- Ask an open question/statement vs. a yes/no question
- Find what issues matter to the person
- Remember, people join because of a sense of belonging, affiliation and power

Agency Fee

- A fee assessed to non-members for the services provided by the union (bargaining, defending the contract, etc)
- Approximately 65-70% of full dues
- Must be bargained into contract
- 28 ESP contracts and 18 teacher contracts have agency fee as of August 2009
- Will likely get agency fee in bargaining if membership numbers are already high

Retention

- Retaining existing members is just as important as recruiting new ones
- Extra challenging in hard economic times
- Building relationships with existing members, continually reminding them of importance of Association, and communicating work of Association are essential



Different People, Different Strategies



- Divide into small groups
- Brainstorm list of “types” of non-members in your schools
- Develop three different strategies on how to approach one non-member
- Consider what the needs are for the non-member. What are his/her interests? Issues? How would you approach him/her?
- Report back to larger group

Top Ten Recruitment Tips



- One-on-one conversations work best. Peer to peer.
- Paper never recruits a member.
- Assume the person will join. Don't start with a yes/no question.
- Divide your non-members into different “types” and specialize your approach.
- Issues recruit people, not insurance offers or horror stories.

Top Ten Recruitment Tips

- Stay positive and make sure your Association remains positive so people will want to affiliate with you.
- Emphasize the Association is a professional organization for educators, not just a union.
- Share what the Association does—goals, initiatives, accomplishments
- Listen for ways to get people to join. Don't stop at no or "not now." Be persistent and make membership work year-round.
- Follow up and ask everyone.

Extra Tips

- A note on “die-hard” non-members. Nothing will recruit these folks, but how can they be a resource?
- Continuous membership
- Membership size + bargaining year = ??
- How can you coordinate membership recruitment work between the ESP and teachers in your buildings?
- How can you build unity between ESP and teachers through membership engagement throughout the year?

Thank you!

- Questions
- Evaluations
- Membership materials survey

