

WHAT IS THE EARLY ENROLLMENT CAMPAIGN?

The Early Enrollment program permits potential members to join the Association beginning April 1st through the start of the new school year without paying dues until the new school year starts.

Again for this year, NEA has opened Early Enrollment to all eligible members, not just those who have never been a member.

STEPS TO LAUNCH YOUR EARLY ENROLLMENT CAMPAIGN

- Obtain potential membership lists
 - Work with your administration and UniServ Director to obtain a list of all employees with job title/classification, work location and work email. Try to obtain home addresses, home email and home phone numbers as well.
- Assess potential members' interests and issues
 - Identify key issues that are of concern to potential members by using recent surveys, worksite visits, and membership meetings.
- Determine whether your local is engaging in campaigns tied to the issues identified by employees
 - Identify the decision-makers that have authority over the issue
 - Brainstorm and plan events that would influence the decision-makers while raising awareness of the issue
 - Engage potential members with an invitation to get involved and contribute
 - Talk about how lack of involvement erodes our ability to make positive change for our students and our profession.
 - Types of events include professional development workshops, membership socials, community events, school board actions and testimonies, membership rallies, or press conferences. Your imagination is the only limit.
- Identify member leaders who will lead and drive your Early Enrollment Campaign forward.
 - Roles include:
 - Campaign Lead: Support the organizing committee by establishing a strategic plan, coordinating trainings and events, gathering and compiling organizing data, and supporting stakeholders throughout the campaign.
 - Organizing Committee Members: Execute recruiting visits in coordination with worksite leaders, build a calendar of scheduled worksite visits and events, compile data gathered from each worksite visit and Association event, help coordinate trainings necessary to successfully execute the campaign plan.
 - Association/Building Representatives: Work with members of the organizing committee to schedule visits, communicate with members about upcoming worksite events, and recruit potential members.
- Prepare your Early Enrollment Team and Association Reps to have one-on-one conversations with the various potential members
- Once the campaign team is ready to have one-on-one conversations, develop a strategic plan and establish goals. Your goals and plans should be SMART: Specific, Measurable, Attainable, Relevant, and Time-bound. A strong plan might include:
 - A calendar that includes trainings, worksite visits, and membership events to engage potential members.
 - Deadlines for materials and resources such as flyers, building rosters and Early Enrollment forms.
 - Campaign goals broken down by local and worksite:
 - Recruitment goals by worksite
 - Goals for new educator recruitment
 - Goals by job classification (certified, classified/education support professionals, student members)

EXAMPLES OF GOAL SETTING

Local	Current Membership	Current Market Share	Number of Potential Members	Goal for Growth	Goals Met: New Market Share	Goals Met: New Membership Total
Smith EA	874	78%	247	22	80%	896
Richards EA	146	65%	78	11	70%	157
East ESP	456	49%	475	19	51%	475

Worksite	Current Membership	Current Market Share	Number of Potential Members	Goal for Growth	Goals Met: New Market Share	Goals Met: New Membership Total
Rose High School	76	66%	18	11	75%	87
Pine Middle School	28	46%	10	5	52%	33
Juarez Elementary	40	80%	10	5	90%	45

ASSESSING POTENTIAL MEMBERS

It is important to assess potential members during one-on-one conversations to determine both their interest in joining and level of involvement. Mapping/charting worksites, identifying worksite leaders and one-on-one conversations are all key steps in the recruitment process.

Mapping/Charting: Creating a map/chart of current and potential members by worksite helps lay out a visual plan of approach. To create an effective map/chart, you will need to obtain or create a worksite employee list. From this list you will identify current members and potential members by room/work location. The worksite map/chart will help you identify patterns of potential members and current members who might be able to assist.

Identify Worksite Leaders: Through mapping/charting, you will begin to also identify worksite leaders who may be current or potential members. Working with these individuals first can make the process of visiting with potential members much easier. Identifying potential worksite leaders can also benefit the local association by finding potential leaders to step into positions with the local and state association.

Assessment Scale: Assessing interest in membership and leadership is a key function of one-on-one conversations with potential members. Below is a scale that association representatives can use after talking with potential members. This assessment allows the local association to have an easy way to identify potential members to follow up with about joining the association or becoming more involved.

Potential Member Assessment Scale (1-5 with descriptions)

1. A "one" is a potential member who is interested in joining and is a worksite leader. This person wants to join and would be interested in recruiting friends and colleagues.
2. A "two" is a potential member interested in joining but is not a worksite leader. This person wants to join but is not interested in recruiting others or serving in a leadership capacity.
3. A "three" is an individual who is not opposed to joining the association but is not quite ready. This is the key group to follow up with after the initial campaign. It is important to use your worksite leaders to work with these individuals to help follow up with an invite to join.
4. A "four" is an individual who is anti-association/union and is not interested in joining.
5. A "five" is a member of another association. This is like individuals in group "three" except they already have an affiliation. Since the individual has joined, they might need more follow up to consider switching organizations. A "five" is not necessarily hostile to joining a union.

KEY POINTS FOR FOLLOWING UP WITH POTENTIAL MEMBERS

Below are some key reminders as you follow up with potential members you have identified as willing or open to joining the association.

- Emphasize that the association is fighting on their behalf to improve learning and working conditions, including wages and benefits. Not joining weakens the association's leverage to achieve more when it comes to these issues.
- Always look for who would be the best person to follow up with the potential member. Look for members that might have a good working relationship with the potential member or might be highly respected at the worksite.
- Set a time and place for follow up with the potential member. This helps establish a level of commitment for both parties.
- Make following up with current and potential members a regular function of the local association. This helps build deeper relationships between the member and the local while also making it clear that the local association is interested in much more than just another member on the roster.
- Look for innovative ways to follow up with potential members. Ideas could include information worksite meetings, social gatherings after work, or bringing them to a school board meeting or a local association meeting.

SAMPLE SCRIPT FOR POTENTIAL MEMBER ONE-ON-ONE

Hi, my name is Sarah, I am a teacher in the district at Smith Elementary. I'm also a member of Taylor NEA – it's nice to meet you!

I wanted to stop by and see how your school year is going. Also, we are trying to gather information about how our association can better meet your professional needs.

Have a candid conversation with the educator about how their school year is going and any key issues and concerns they are experiencing. As the potential member identifies key issues, start to talk about how the association has helped or might be able to help with the issue. Focus on active listening and affirming what you are hearing.

Tell the potential member more about your local/state associations work. Remind them of the work and resources our association offers.

Our local offers lots of resources and support:

- Offer professional learning trainings and opportunities provided by your local and Missouri NEA
- Offer specific support material from the MNEA and NEA websites
- Offer key items the association has won through bargaining and/or work with the district administration
- Offer ways to get involved in your local and MNEA/NEA's social and economic justice work.

Ask the potential member to join the association and remind them of the value of membership.

Our association provides a wide range of support to educators and support staff. We are working to make sure every public education employee in our schools have what they need to help our students succeed and be successful in their jobs. Becoming a part of the Association means you're joining educators throughout our district/college who all have your back. Will you join us today?

If yes, help complete Early Enrollment membership form and talk to them about ways to get involved in the local association.

If no, remind the potential member of the Early Enrollment period and ask if it would be alright if you followed up again later this spring. Thank them for their time and give them your contact information if they have any questions in the future.

As a Missouri NEA Early Enrollee, you get free membership* until September 1st and access to most NEA Member Benefits, including:

- \$4 million Educators Employment Liability Insurance
- Consultation with an MNEA UniServ Director when you need employment-related advice
- Support for your career through state and national programs, as well as through MNEA local leaders and staff members
- An unmatched professional network through Internet, email lists, and local, state and national publications
- A voice in education policy in Jefferson City and Washington, D.C.
- Access to exclusive online shopping offers every day and on 300,000 discounts ranging from hotels (half price) to local dining, shopping, cell phones, rental cars, travel, recreation and everyday purchases
- Two free legal consultations and discounts on legal services for personal matters (not related to employment)
- The satisfaction that through your membership you will help shape the future of public education and the children it serves

IDEAS TO TAKE CARE OF YOUR HEALTH

- 7 Habits of a Healthy Educator: Keep your mind and body strong by adopting these helpful habits neamb.com/healthy-habits
- NEA Dental and Vision Insurance Plans: Affordable dental and vision care, hassle-free benefits and choice of providers neamb.com/dental-vision
- Be Your Own Personal Trainer: Use these features of your gym membership to save money while you shed pounds neamb.com/gym-goals
- Health Food Habits: Ditch the junk food and stick to healthy snacks with simple tips neamb.com/no-more-junk

TOOLS TO IMPROVE YOUR FINANCES

- 5 Minute Retirement Checkup: Find out quickly if you're on track and, if not, what you need to do neamb.com/retirement-checkup
- NEA Retirement Program: It's never too early to secure your financial future neamb.com/financial-future
- Retirement Income Calculator: Use this online tool to see how your state pension benefits affect your retirement planning neamb.com/retirement-calculator
- Invest Smartly and Safely: Get more for your money, and drive higher returns by following this simple strategy neamb.com/cd

SAVINGS TO STRETCH YOUR BUDGET

- NEA Auto Buying Program: on average, members save \$3,279 off MSRP on new cars. Save on used cars too! neamb.com/auto-buying
- Expect More from Your Wallet: Get a cash rewards bonus offer and earn cash rewards automatically with the NEA Cash Rewards Credit Card neamb.com/card-privileges
- Finance Large Expenses: Use the NEA Personal Loan to pay for medical bills, home improvements, weddings and more neamb.com/our-personal-loan
- Educator Exclusives: From classroom supplies to home goods, special offers are available just for teachers like you neamb.com/teacher-deals

IDEAS FOR YOUR CAREER AND LIFE

- Breath-by-Breath, Step-by-Step: Manage stress at school with our easy-to-use guide neamb.com/manage-stress
- Works4Me: Teaching techniques and tips by teachers, for teachers neamb.com/works4me
- Save Big on Your Favorite Brands: Get deals from hundreds of top retailers, even local movie theaters and restaurants, through our exclusive NEA Click and Save portal neamb.com/click-and-save

To participate in Missouri NEA's Early Enrollment Program, call 800-392-0236, or visit www.mnea.org and select the "Join MNEA" button.



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